

ABSTRAK

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN BODYLOTION MERK MEYS BEAUTY GLOW DI APLIKASI TIKTOK

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Penelitian ini bertujuan untuk melihat apakah Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Bodylotion Merk Meys Beauty Glow Di Aplikasi Tiktok. Data yang didapatkan berasal dari 350 responden. Model penelitian dengan tujuh hipotesis ini diuji dengan menggunakan Analisis Regresi Linear Berganda. Hasil penelitian ini menunjukkan bahwa variabel Harga Dan Kualitas Produk berpengaruh terhadap Keputusan Pembelian Bodylotion Merk Meys Beauty Glow Di Aplikasi Tiktok.

Kata Kunci: *Harga, Kualitas Produk, Keputusan Pembelian*

ABSTRACT

**THE IMPACT OF PRICE AND PRODUCT QUALITY ON
THE PURCHASE DECISION OF MEYS BEAUTY GLOW
BODY LOTION ON TIKTOK**

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This study aims to examine the impact of price and product quality on the purchase decision of Meys Beauty Glow body lotion on TikTok. Data were collected from 350 respondents. The research model, which includes seven hypotheses, was tested using Multiple Linear Regression Analysis. The results indicate that both price and product quality have a significant impact on the purchase decision of Meys Beauty Glow body lotion on TikTok.

Keywords: Price, Product Quality, Purchase Decision