

ABSTRAK

PENGARUH KEPERCAYAAN, REPUTASI DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DAVIENA SKINCARE BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan, reputasi dan kualitas produk terhadap keputusan pembelian Daviena Skincare. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang diperoleh melalui kuesioner yang disebarakan kepada konsumen Daviena Skincare Bandar Lampung melalui google form terhadap sejumlah 105 responden. Analisis data mencakup uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linier yang diolah menggunakan software SPSS 26. Hasil penelitian menunjukkan bahwa secara parsial, kepercayaan (X1), dan kualitas produk (X3) berpengaruh positif terhadap keputusan pembelian (Y). Reputasi (X2) tidak berpengaruh terhadap keputusan pembelian (Y). secara simultan kepercayaan (X1), reputasi (X2) dan kualitas produk (X3) berpengaruh terhadap keputusan pembelian Daviena Skincare. Penelitian ini diharapkan dapat memberikan wawasan strategis bagi pemasar dalam merancang kampanye pemasaran yang efektif untuk konsumen skin care.

Kata Kunci: kepercayaan, reputasi, kualitas produk, keputusan pembelian

ABSTRACT

THE INFLUENCES OF TRUST, REPUTATION, AND PRODUCT QUALITY ON PURCHASE DECISION OF DAVIENA SKINCARE IN BANDAR LAMPUNG

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This study aimed to examine the influences of trust, reputation, and product quality on consumer's purchase decision of Daviena Skincare in Bandar Lampung. This used a quantitative associative approach, along with the data—Daviena Skincare consumers in Bandar Lampung—collected through questionnaires via Google Form. A total of 105 respondents were selected using purposive sampling. The validity and reliability of the questionnaire were tested, as well as classical assumption test for data feasibility. The data were then analyzed using multiple linear regression with SPSS 26 software. The results showed that, partially, trust and product quality had positive influences on purchase decisions. In contrast, reputation had no significant influences on purchase decisions. However, trust, reputation, and product quality collectively influenced the purchase decisions of Daviena Skincare consumers in Bandar Lampung. This study lastly was expected to provide strategic insights for marketers in designing effective marketing campaigns for skincare consumers.

Keywords: Trust, Reputation, Product Quality, Purchase Decision, Daviena Skincare

