ABSTRACT

Janita Wijayanti. 13216672
Effect Of Price, Promotion, Brand Image, Product Quality, and Service Quality On The Purchase Decision Of Wardah Cosmetic
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(98+ xvi pages + Appendix)

The high level of cosmetic needs that is used has become fertile ground for the cosmetic industry which producers can make good use of, one of which is a product from Wardah. The purpose of this paper is to analyze the effect of price, promotion, brand image, product quality, and service quality on wardah cosmetic purchasing decisions.

The data used in this study are primary data obtained through distributing questionnaires. The independent variables in this study are Price, Promotion, Brand Image, Product Quality and Service Quality. While the dependent variable is the Purchase Decision. The analytical tool used is the validity test, reliability test, classical assumption test consisting of normality test, multicolinearity test and heteroscedasticity test, multiple linear analysis, coefficient of determination (R2), T test, F test.

The results of the research partially price, promotion, product quality, and service quality have an effect on purchasing decisions Wardah cosmetics. Brand image does not affect wardah cosmetics purchasing decisions. Simultaneously, price, promotion, brand image, product quality, and service quality affect wardah cosmetics purchasing decisions or in other words, price, promotion, brand image, product quality and service quality are the real explanations for wardah cosmetics purchasing decisions in this study.

Bibliography (1991 - 2020)