

**PENGARUH KUALITAS PRODUK DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN
PELEMBAB WAJAH SKINTIFIC
DI *QUEEN BEAUTY* SINGARAJA**

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ABSTRAK

Penelitian ini dirancang untuk mengungkap dampak berbagai variabel terhadap keputusan pembelian konsumen produk pelembab wajah Skintific di *Queen Beauty* Singaraja. Detail dari analisis ini mencakup: (1) pengaruh kualitas produk terhadap keputusan pembelian, (2) pengaruh promosi terhadap keputusan pembelian, serta (3) pengaruh sinergis antara kualitas produk dan promosi terhadap keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif kausal dengan konsumen produk Skintific sebagai partisipan. Dalam penelitian ini, kualitas produk, promosi, dan keputusan pembelian merupakan objek penelitian. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sampel sebanyak 160 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner. Analisis data dilakukan menggunakan metode regresi linier berganda dengan bantuan program IBM SPSS Statistics 25. Hasil studi ini mengungkapkan beberapa temuan penting, yaitu: (1) kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian, (2) promosi berpengaruh secara positif dan signifikan terhadap keputusan pembelian, dan (3) kualitas produk dan promosi secara bersama-sama berpengaruh secara signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: keputusan pembelian, kualitas produk, promosi

***THE EFFECT OF PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS FOR SKINTIFIC
FACE MOISTURIZER AT QUEEN
BEAUTY SINGARAJA***

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ABSTRACT

This study was designed to reveal the impact of various variables on consumer purchasing decisions for Skintific facial moisturizer products at Queen Beauty Singaraja. Details of this analysis include: (1) the influence of product quality on purchasing decisions, (2) the influence of promotion on purchasing decisions, and (3) the synergistic influence of product quality and promotion on purchasing decisions. This study uses a quantitative causal approach with Skintific product consumers as participants. In this study, product quality, promotions, and purchasing decisions are the objects of research. The sampling technique used is purposive sampling with a sample size of 160 respondents. Data collection was conducted through the distribution of questionnaires. Data analysis was conducted using multiple linear regression with the assistance of IBM SPSS Statistics 25. The results of this study revealed several important findings, namely: (1) product quality has a positive and significant effect on purchasing decisions, (2) promotions have a positive and significant effect on purchasing decisions, and (3) product quality and promotions together have a significant effect on consumer purchasing decisions.

Keywords: purchasing decisions, product quality, promotion