

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan harga terhadap keputusan pembelian yang dimediasi oleh promosi pada *Sunscreen Facetology*. Penelitian ini juga bertujuan untuk menganalisis pengaruh tidak langsung kualitas produk terhadap keputusan pembelian yang dimediasi oleh promosi dan harga terhadap keputusan pembelian yang dimediasi oleh promosi.

Penelitian ini menggunakan metode kuantitatif dengan Teknik Non-Probability Sampling dan pendekatan Purposive Sampling. Populasi yang digunakan adalah Mahasiswa/i STIESIA dengan sampel sebanyak 70 responden. Pengolahan data dilakukan menggunakan *software* SmartPLS versi 4.0 untuk menguji model penelitian melalui analisis *Partial Least Square Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa kualitas produk dan harga berpengaruh positif dan signifikan terhadap promosi, promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, promosi terbukti memiliki peran mediasi secara positif dan signifikan dalam hubungan antara kualitas produk dan harga terhadap keputusan pembelian.

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

ABSTRACT

This research aims to analyze the effect of product quality and price on purchasing decision which was mediated by promosi, at Sunscreen Facetology. It aims also to analyze indirect effect of product quality on purchasing decision which was mediated by promosi dan harga on purchasing decision that was mediated by promosi.

The research applies quantitatively. Furthermore, the data collection technique used non-probability sampling with purposive sampling as the approach. The population consists of students of STIESIA Surabaya with 70 respondents as samples. Moreover, the data analysis technique used SmartPLS 4.0 with Partial Least Square Structural Equation Model (PLS-SEM).

The result concluded that product quality as well as price have a positive and significant effect on promotion. Promotion has a positive and significant impact on purchasing decision. Likewise, product quality and price have a positive and significant effect on purchasing decision. Additionally, promotion is proven to have a mediating role positively and significantly in relation between product quality and price on purchasing decision.

Keywords: *product quality, price, promotion, and purchasing decision.*

