

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis tanggapan konsumen mengenai kualitas produk, harga, dan promosi media sosial serta pengaruh kualitas produk, harga, dan promosi media sosial terhadap keputusan pembelian *Online* produk Noera Body Lotion pada pengguna TikTok. Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 97 responden yang merupakan pengguna TikTok dan pernah melakukan pembelian Noera Body Lotion melalui TikTok Shop. Analisis data yang digunakan meliputi analisis deskriptif, regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas produk memperoleh nilai rata-rata sebesar 3,61, harga sebesar 3,57, dan promosi media sosial sebesar 3,65, yang seluruhnya termasuk dalam kategori baik. Sementara itu, keputusan pembelian memperoleh nilai rata-rata sebesar 4,09 dan termasuk dalam kategori baik. Hasil pengujian secara parsial menunjukkan bahwa kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,446, harga tidak berpengaruh signifikan dengan nilai signifikansi 0,768, dan promosi media sosial tidak berpengaruh signifikan dengan nilai signifikansi 0,677. Namun, secara simultan kualitas produk, harga, dan promosi media sosial berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 12,557 dan signifikansi $< 0,001$. Nilai R Square sebesar 0,288 menunjukkan bahwa ketiga variabel tersebut secara bersama-sama mampu menjelaskan keputusan pembelian sebesar 28,8%, sedangkan 71,2% dijelaskan oleh faktor lain di luar penelitian.

Kata kunci: Kualitas Produk, Harga, Promosi Media Sosial, Keputusan Pembelian, Noera Body Lotion, TikTok.

ABSTRACT

This study aims to identify and analyze consumer perceptions regarding product quality, price, and social media promotions, as well as the influence of product quality, price, and social media promotions on the online purchasing decisions of Noera Body Lotion among TikTok users. The research method employed was a quantitative approach, with data collected through a questionnaire distributed to 97 respondents who are TikTok users and have previously purchased Noera Body Lotion via TikTok Shop. The data analysis methods used included descriptive analysis, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results of the study showed that product quality received an average score of 3.61, price 3.57, and social media promotion 3.65, all of which fell into the “good” category. Meanwhile, purchase decision scored an average of 4.09 and fell into the “good” category. Partial test results showed that product quality did not have a significant effect on purchase decision with a significance value of 0.446, price did not have a significant effect with a significance value of 0.768, and social media promotion did not have a significant effect with a significance value of 0.677. However, when analyzed simultaneously, product quality, price, and social media promotion had a significant effect on purchase decisions, with a calculated F-value of 12.557 and a significance level of < 0.001 . The R-squared value of 0.288 indicates that these three variables collectively explain 28.8% of the variation in purchase decisions, while 71.2% is explained by other factors outside the scope of this study.

Keywords: Product Quality, Price, Social Media Promotion, Purchase Decision, Noera Body Lotion, TikTok.