

ABSTRAK

Industri kosmetik di Indonesia menghadapi persaingan yang semakin ketat seiring dengan berkembangnya pemasaran digital dan perubahan perilaku konsumen. TikTok Shop menjadi salah satu saluran pembelian yang memungkinkan konsumen membandingkan produk, harga, dan merek sebelum menentukan pilihan. Somethinc sebagai merek kosmetik lokal perlu memperhatikan kualitas produk dan persepsi harga dalam membangun citra merek serta mendorong keputusan pembelian, khususnya pada konsumen perempuan Generasi Z. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan persepsi harga terhadap citra merek serta dampaknya pada keputusan pembelian produk Somethinc melalui TikTok Shop, baik secara langsung maupun tidak langsung. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Sampel terdiri atas 100 perempuan Generasi Z di Kota Bandung yang pernah membeli produk Somethinc melalui TikTok Shop, dipilih menggunakan teknik non-probability sampling dengan metode purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis jalur (path analysis), koefisien determinasi, pengujian hipotesis, serta uji Sobel. Hasil penelitian menunjukkan bahwa kualitas produk memberikan kontribusi sebesar 18,43% terhadap citra merek, sedangkan persepsi harga sebesar 12,95%. Secara simultan, kedua variabel menjelaskan 31,4% variasi citra merek. Citra merek memberikan kontribusi sebesar 11,6% terhadap keputusan pembelian, sementara kualitas produk, persepsi harga, dan citra merek secara bersama-sama menjelaskan 40,1% variasi keputusan pembelian. Hasil uji Sobel juga menunjukkan bahwa citra merek berperan sebagai variabel mediasi dalam hubungan kualitas produk dan persepsi harga dengan keputusan pembelian. Temuan ini menegaskan pentingnya pengelolaan kualitas produk, kewajaran harga yang dirasakan konsumen, dan penguatan citra merek secara terpadu untuk mendukung keputusan pembelian Somethinc di TikTok Shop.

Kata kunci: Kualitas Produk, Persepsi Harga, Citra Merek, Keputusan Pembelian, Somethinc, TikTok Shop

ABSTRACT

Indonesia's cosmetics industry is becoming increasingly competitive as digital marketing expands and consumer purchasing behaviour continues to evolve. TikTok Shop has emerged as a shopping channel through which consumers can evaluate products, compare prices, and assess brands before making purchase decisions. As a local cosmetics brand, Somethinc must therefore consider how perceived product quality and price perception contribute to brand image and, ultimately, consumer purchase decisions, particularly among Generation Z women. This study examines the effects of product quality and price perception on brand image and their implications for purchase decisions involving Somethinc products on TikTok Shop, including both direct and indirect relationships. A quantitative research design combining descriptive and hypothesis-testing approaches was employed. The sample comprised 100 Generation Z women in Bandung who had previously purchased Somethinc products through TikTok Shop. Respondents were selected using non-probability purposive sampling, and data were collected through a questionnaire. The data were analysed using path analysis, coefficients of determination, hypothesis testing, and the Sobel test. The findings indicate that product quality and price perception accounted for 18.43% and 12.95%, respectively, of the explained variation in brand image, while their combined explanatory contribution was 31.4%. Brand image accounted for 11.6% of the variation in purchase decisions. Together, product quality, price perception, and brand image explained 40.1% of the variation in purchase decisions. The Sobel test further indicated that brand image mediated the relationships between both product quality and price perception and purchase decisions. These findings suggest that maintaining product quality, fostering favourable perceptions of price fairness, and strengthening brand image are complementary priorities for Somethinc in supporting consumer purchase decisions through TikTok Shop.

Keywords: *Product Quality, Price Perception, Brand Image, Purchase Decisions, Somethinc, TikTok Shop*