

***THE INFLUENCE OF PROMOTION, PRICE, AND PRODUCT QUALITY  
ON THE DECISION TO PURCHASE SKINCARE PRODUCTS ON TIKTOK  
SHOP IN THE PEOPLE OF LAMPUNG PROVINCE***

***ABSTRACT***

***By***

***Eni Wahyuningsih***

*This study aims to determine the effect of Promotion, Price and Product Quality on Purchasing Decisions for Skincare Products at Tiktok Shop in the People of Lampung Province. The population in this study were Tiktok application users in Lampung Province who bought Skincare products at the Tiktok Shop and samples were taken using probability sampling techniques that gave the entire population the opportunity to become sample members, the number of samples was determined based on Hair, et al calculations, namely 5 x the number of indicators resulting in 100 research samples. The research analysis used multiple linear regression analysis with hypothesis testing using simultaneous test, partial test, and coefficient of determination test. The results showed that partially the variables of promotion, price, and product quality had a positive and significant effect on purchasing decisions for Skincare products at Tiktok Shop in the people of Lampung Province. The results also show that simultaneously the variables of promotion, price, and product quality together have a positive and significant effect on purchasing decisions for Skincare products at Tiktok Shop in the community in Lampung Province. Testing the coefficient of determination (R<sup>2</sup>) obtained a value of 0.623, which means that there is a fairly close relationship between promotion, price, and product quality on purchasing decisions for Skincare products at Tiktok Shop in the people of Lampung Province, namely 62.3%.*

***Keywords : Purchase Decision, Promotion, Price, Product Quality, Skincare, Tiktok Shop***

**PENGARUH PROMOSI, HARGA, DAN KUALITAS PRODUK  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKIN CARE DI  
TIKTOK SHOP PADA MASYARAKAT PROVINSI LAMPUNG**

**ABSTRAK**

**Oleh**

**Eni Wahyuningsih**

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi, Harga dan Kualitas Produk terhadap Keputusan Pembelian Produk Skincare di Tiktok Shop pada Masyarakat Provinsi Lampung. Populasi dalam penelitian ini adalah pengguna aplikasi Tiktok di Provinsi Lampung yang membeli produk Skincare di Tiktok Shop dan sampel diambil menggunakan teknik *probability sampling* yang memberikan peluang kepada seluruh populasi untuk menjadi anggota sampel, jumlah sampel ditentukan berdasarkan perhitungan Hair, dkk yaitu dengan 5 x jumlah indikator sehingga menghasilkan 100 sampel penelitian. Analisis penelitian menggunakan analisis regresi linier berganda dengan pengujian hipotesis menggunakan uji simultan, uji parsial, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel promosi, harga, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skincare di Tiktok Shop pada masyarakat Provinsi Lampung. Hasil penelitian juga menunjukkan bahwa secara simultan variabel promosi, harga, dan kualitas produk secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skincare di Tiktok Shop pada masyarakat di Provinsi Lampung. Pengujian koefisien determinasi ( $R^2$ ) diperoleh nilai 0,623 yang artinya terdapat hubungan yang cukup erat antara promosi, harga, dan kualitas produk terhadap keputusan pembelian produk Skincare di Tiktok Shop pada masyarakat Provinsi Lampung yaitu sebesar 62,3%.

**Kata Kunci :** Keputusan Pembelian, Promosi, Harga, Kualitas Produk, Skincare, Tiktok Shop