

**PENGARUH PERSEPSI BRAND IMAGE PADA KEPUTUSAN
PEMBELIAN PRODUK SKINCARE MELALUI E-COMMERCE OLEH
MAHASISWA PEREMPUAN**

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi *brand image* terhadap keputusan pembelian produk *skincare* melalui *e-commerce*. Latar belakang penelitian ini dilandasi oleh pesatnya perkembangan industri perawatan kulit di kalangan mahasiswa perempuan, yang didukung oleh kemudahan akses melalui platform *e-commerce*. Kehadiran beragam pilihan produk di pasar daring menjadikan persepsi konsumen terhadap citra merek sebagai faktor krusial yang dapat memengaruhi keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Sampel penelitian diambil dari 223 mahasiswa perempuan, dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner yang mengukur persepsi *brand image* dan keputusan pembelian. Hasil analisis regresi sederhana menunjukkan adanya pengaruh yang signifikan dan positif antara persepsi *brand image* terhadap keputusan pembelian, dibuktikan dengan nilai signifikansi (Sig.) sebesar 0,000 ($< 0,05$). Nilai koefisien determinasi (*R Square*) sebesar 0,111 menunjukkan bahwa 11,1% variasi keputusan pembelian dapat dijelaskan oleh persepsi *brand image*, sedangkan sisanya sebesar 88,9% dipengaruhi oleh faktor-faktor lain di luar penelitian ini. Hasil uji reliabilitas skala keputusan pembelian item 22 valid dengan nilai *Croonbach's Alpha* sebesar 0,843. Sedangkan pada hasil reliabilitas *brand image* dengan item 8 mendapat nilai *Croonbach's Alpha* sebesar 0,589.

Kata Kunci: Keputusan Pembelian, Persepsi brand image, Produk Skincare e-commerce

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1. Peneliti
 2. Dosen Pembimbing I
 3. Dosen Pembimbing II

THE INFLUENCE OF BRAND IMAGE PERCEPTION ON SKINCARE PRODUCT PURCHASE DECISIONS THROUGH E- COMMERCE BY FEMALE STUDENTS

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ABSTRACT

This study aims to analyze the influence of brand image perception on skincare product purchasing decisions through e-commerce. The background of this study is based on the rapid development of the skincare industry among female college students, which is supported by easy access through e-commerce platforms. The presence of a variety of product choices in the online market makes consumer perception of brand image a crucial factor that can influence purchasing decisions. This study uses a quantitative approach with an explanatory research type. The research sample was taken from 223 female college students, selected using a purposive sampling technique. Data were collected through a questionnaire that measured brand image perception and purchasing decisions. The results of a simple regression analysis showed a significant and positive influence between brand image perception and purchasing decisions, evidenced by a significance value (Sig.) of 0.000 (<0.05). The coefficient of determination (R Square) value of 0.111 indicates that 11.1% of the variation in purchasing decisions can be explained by brand image perception, while the remaining 88.9% is influenced by other factors outside this study. The results of the reliability test of the purchase decision scale item 22 are valid with a Croonbach's Alpha value of 0.843. Meanwhile, the results of brand image reliability with item 8 obtained a Croonbach's Alpha value of 0.589.

Keywords: Purchasing Decision, Brand Image Perception, Skincare Product E-commerce

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 2. Supervisor I
 3. Supervisor II