

ABSTRAK

PENGARUH KEMASAN PRODUK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE SOMETHINC* DI BANDAR LAMPUNG

Oleh

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Perkembangan zaman yang semakin maju saat ini, membuat banyaknya bisnis yang bermunculan, adanya perubahan perilaku seseorang di zaman sekarang yang peduli terhadap perawatan kulit khususnya kulit wajah, membuat banyaknya bermunculan bisnis dibidang perawatan kulit atau biasa disebut dengan *skincare*, banyak *brand skincare* yang bermunculan dan berusaha untuk mempertahankan bisnisnya salah satunya adalah *brand skincare somethinc*. Tujuan dari penelitian ini untuk mengetahui pengaruh kemasan produk dan kualitas produk terhadap keputusan pembelian produk *skincare somethinc* di Bandar Lampung. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling*, sampel yang digunakan dalam penelitian ini adalah 100. Analisis dalam penelitian ini menggunakan *software* SPSS 25. Hasil dari penelitian ini yaitu kemasan produk serta kualitas produk berpengaruh signifikan terhadap keputusan pembelian produk *skincare somethinc* di Bandar Lampung.

Kata Kunci : Kemasan Produk, Kualitas Produk, Keputusan Pembelian, *Skincare Somethinc*

ABSTRACT

THE INFLUENCE OF PRODUCT PACKAGING AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SOMETHINC SKINCARE PRODUCTS IN BANDAR LAMPUNG

By

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The development of an increasingly advanced era today, makes many businesses appear, a change in the behavior of people today who care about skin care, especially facial skin, makes many businesses appear in the field of skin care or commonly referred to as skincare, many skincare brands have sprung up and are trying to maintain their business, one of which is the somethinginc skincare brand. The purpose of this study was to determine the effect of product packaging and product quality on purchasing decisions for somethinginc skincare products in Bandar Lampung. The sampling technique used non probability sampling technique with purposive sampling method, the sample used in this study was 100. The results of this study, namely product packaging and product quality, have a significant effect on purchasing decisions for somethinginc skincare products in Bandar Lampung.

Keywords : Product Packaging, Product Quality, Purchase Decision, Somethinginc Skincare