

ABSTRAK

PENGARUH *BEAUTY INFLUENCER*, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN *GREEN SKINCARE*

(Studi pada Konsumen Avoskin di Bandar Lampung)

Oleh

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Peningkatan industri kecantikan ini diikuti oleh kesadaran konsumen terhadap produk kecantikan yang sehat dan didorong maraknya kandungan *skincare* berbahan kimia menjadi landasan studi ini. Tujuan dari studi ini yaitu untuk menentukan besarnya pengaruh *beauty influencer*, kualitas produk, dan citra merek terhadap keputusan pembelian *green skincare* pada konsumen Avoskin di Bandar Lampung. Studi yang digunakan melalui pendekatan kuantitatif dengan metode *explanatory research* menggunakan teknik *accidental sampling*. Data dikumpulkan melalui kuesioner serta di analisis dengan menggunakan software SmartPLS 4.0. Teknik analisis data mencakup uji outer model, uji inner model, dan uji hipotesis. Hasil pengujian menunjukkan pengaruh parsial *beauty influencer*, kualitas produk, dan citra merek terhadap keputusan pembelian *green skincare*. Sedangkan secara simultan ketiga variabel independen memberikan pengaruh terhadap keputusan pembelian *green skincare*. Penelitian selanjutnya disarankan untuk melakukan analisis komprehensif terhadap ketiga variabel terkait keputusan pembelian namun dengan lokasi penelitian serta objek yang berbeda.

Kata Kunci : *Beauty Influencer*, Kualitas Produk, Citra Merek.

ABSTRACT

THE INFLUENCE OF BEAUTY INFLUENCERS, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS GREEN SKINCARE

(Study on Avoskin Consumers in Bandar Lampung)

By

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The growth of the beauty industry is the basis of this study followed by consumer awareness of healthy beauty products and driven by the increasing content of chemical skincare. The purpose of this study is to determine the magnitude of the influence of beauty influencers, product quality, and brand image on green skincare purchasing decisions for Avoskin consumers in Bandar Lampung. The study used a quantitative approach with an explanatory research method using the accidental sampling technique. Data were collected through questionnaires and analyzed using SmartPLS 4.0 software. Data analysis techniques include outer model tests, inner model tests, and hypothesis tests. The test results show the partial influence of beauty influencers, product quality, and brand image on green skincare purchasing decisions. Simultaneously the three independent variables influence green skincare purchasing decisions. Further research is recommended to conduct a comprehensive analysis of the three variables related to purchasing decisions but with different research locations and objects.

Keywords: Beauty Influencer, Product Quality, Brand Image.