

ABSTRAK

ANALISIS PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK SKINCARE THE ORIGINOTE YANG DIPENGARUHI PERSEPSI KUALITAS PRODUK, CITRA MEREK, DAN GAYA HIDUP (STUDI KASUS PADA MAHASISWA S1 UNIVERSITAS LAMPUNG)

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Peningkatan kesadaran akan kesehatan kulit, tren kecantikan alami, dan pengaruh media sosial telah mendorong perubahan gaya hidup masyarakat, khususnya dalam hal perawatan diri. The Originote merupakan salah satu merek *skincare* lokal yang saat ini tengah diminati oleh konsumen, terutama kalangan mahasiswa. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kualitas produk, citra merek, dan gaya hidup terhadap pengambilan keputusan pembelian produk perawatan kulit The Originote. Penelitian ini menggunakan metode *explanatory research* dengan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa Universitas Lampung, dengan teknik *purposive sampling* dan jumlah sampel sebanyak 100 responden. Pengumpulan data dilakukan melalui kuesioner *online* menggunakan *Google Form*. Analisis data menggunakan metode *Partial Least Square* (PLS) melalui *software SmartPLS* versi 4. Hasil penelitian ini adalah secara parsial, persepsi kualitas, citra merek, dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* dari The Originote pada mahasiswa di Universitas Lampung. Selanjutnya, secara simultan citra merek dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan persepsi kualitas tidak berpengaruh yang signifikan dalam pengambilan keputusan pembelian *skincare* The Originote.

**Kata kunci : Kualitas Produk, Citra Merek, Gaya Hidup, Keputusan Pembelian,
Perawatan Kulit, Persepsi**

ABSTRACT

ANALYSIS OF PURCHASING DECISIONS FOR THE ORIGINOTE SKINCARE PRODUCTS INFLUENCED BY PERCEIVED PRODUCT QUALITY, BRAND IMAGE, AND LIFESTYLE

(Case Study on Bachelor's Degree Students at the University of Lampung)

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The increasing awareness of skin health, the trend of natural beauty, and the influence of social media have brought significant changes in people's lifestyles, particularly in self-care routines. The Originote has emerged as one of the most popular local skincare brands among consumers, especially university students. This study aims to analyze the influence of perceived product quality, brand image, and lifestyle on purchasing decisions for The Originote skincare products. The research employed an explanatory method with a quantitative approach. The population consists of students at the University of Lampung, selected using purposive sampling with a total of 100 respondents. Data were collected through an online questionnaire using Google Forms. Data analysis was carried out using the Partial Least Squares (PLS) method with SmartPLS version 4 software. The results of this study indicate that partially, perceived quality, brand image, and lifestyle have a positive and significant influence on purchasing decisions for The Originote skincare products among students at the University of Lampung. Furthermore, simultaneously, brand image and lifestyle have a positive and significant effect on purchasing decisions, while perceived quality does not have a significant effect on the purchasing decisions of The Originote.

***Keywords: Product Quality, Brand Image, Lifestyle, Purchasing Decision,
Skincare, Perception***