

ABSTRAK

HUBUNGAN KUALITAS PRODUK DENGAN KEPUTUSAN PEMBELIAN KOSMETIK DI ARIANA AUDY AESTHETIC. PENDIDIKAN KESEJAHTERAAN KELUARGA. PROGRAM STUDI PENDIDIKAN TATA RIAS FAKULTAS TEKNIK. UNIVERSITAS NEGERI MEDAN. 2024.

Penelitian ini dilatarbelakangi oleh banyaknya klinik kecantikan yang menyediakan produk dengan kualitas dan pelayanan yang unggul memicu persaingan yang semakin ketat antar klinik kecantikan. Tujuan penelitian ini adalah untuk mengetahui kualitas produk premium Sunscreen with UV Protect merek Ariana Glow di Klinik Kecantikan Ariana Audy Aesthetic. Untuk mengetahui keputusan pembelian produk premium Sunscreen with UV Protect merek Ariana Glow di Klinik Kecantikan Ariana Audy Aesthetic. Untuk mengetahui hubungan kualitas produk terhadap keputusan pembelian kosmetik di Ariana Audy Aesthetic.

Penelitian ini termasuk penelitian asosiatif yang mencari hubungan antara variabel bebas (Kualitas Produk) dengan variabel terikat (Keputusan Pembelian). Teknik pengambilan data dilakukan dengan menyebarkan kuesioner kepada pengunjung wanita yang datang langsung dan membeli produk *Premium Sunscreen with UV Protect* di Ariana Audy Aesthetic. Instrumen penelitian yang digunakan berupa kuesioner. Kuesioner yang digunakan dengan total sebanyak 60 pernyataan yang terdiri dari 30 pernyataan untuk variabel bebas (Kualitas Produk) dan 30 pernyataan untuk variabel terikat (Keputusan Pembelian). Pengambilan sampel dari penelitian ini diambil secara acak sehingga diperoleh 32 responden.

Hasil dari penelitian menunjukkan bahwa hasil rata-rata jawaban responden mengenai variabel Kualitas Produk diperoleh sebesar 95,34%. Nilai ini berada dalam interval (80%-100%), sehingga dapat disimpulkan bahwa produk *Premium Sunscreen with UV Protect* memiliki kualitas yang sangat baik. Hasil rata-rata jawaban responden mengenai variabel Keputusan Pembelian sebesar 93,81%. Nilai ini berada dalam interval (80%-100%), sehingga dapat disimpulkan bahwa keputusan pembelian produk *Premium Sunscreen with UV Protect* sangat baik. Berdasarkan hasil analisis korelasi *Product Moment*, diperoleh nilai $t_{hitung} = 2,307$ dan $t_{tabel} = 1,697$ yang menunjukkan $t_{hitung} > t_{tabel}$ sehingga terdapat hubungan antara kualitas produk dan keputusan pembelian pada produk *Premium Sunscreen with UV Protect* merek Ariana Glow di Klinik Kecantikan Ariana Audy Aesthetic.

Kata Kunci: Kualitas Produk, Keputusan Pembelian, Produk Kosmetik

ABSTRACT

THE RELATIONSHIP OF PRODUCT QUALITY TO COSMETIC PURCHASING DECISIONS AT ARIANA AUDY AESTHETIC. FAMILY WELFARE EDUCATION. FACULTY OF ENGINEERING EDUCATIONAL STUDY PROGRAM. MEDAN STATE UNIVERSITY. 2024.

This research is motivated by the large number of beauty clinics that provide products with superior quality and service, triggering increasingly tight competition between beauty clinics. The aim of this research is to determine the quality of premium Sunscreen with UV Protect products from the Ariana Glow brand at the Ariana Audy Aesthetic Beauty Clinic. To find out the decision to purchase premium Sunscreen with UV Protect products from the Ariana Glow brand at the Ariana Audy Aesthetic Beauty Clinic. To find out the relationship between product quality and cosmetic purchasing decisions at Ariana Audy Aesthetic.

This research is associative research which looks for the relationship between the independent variable (Product Quality) and the dependent variable (Purchasing Decision). The data collection technique was carried out by distributing questionnaires to female visitors who came directly and purchased Premium Sunscreen with UV Protect products at Ariana Audy Aesthetic. The research instrument used was a questionnaire. The questionnaire used was a total of 60 statements consisting of 30 statements for the independent variable (Product Quality) and 30 statements for the dependent variable (Purchasing Decision). The samples from this research were taken randomly so that 32 respondents were obtained.

The results of the research show that the average result of respondents' answers regarding the Product Quality variable was 95.34%. This value is in the interval (80%-100%), so it can be concluded that the Premium Sunscreen with UV Protect product has very good quality. The average result of respondents' answers regarding the Purchasing Decision variable was 93.81%. This value is in the interval (80%-100%), so it can be concluded that the decision to purchase the Premium Sunscreen with UV Protect product was very good. Based on the results of the Product Moment correlation analysis, the value obtained is $t_{count} = 2.307$ and $t_{table} = 1.697$ which shows $t_{count} > t_{table}$ so that there is a relationship between product quality and purchasing decisions for the Ariana Glow brand Premium Sunscreen with UV Protect product at the Ariana Audy Aesthetic Beauty Clinic.

Keywords: Product Quality, Purchasing Decisions, Cosmetic Products.