

ABSTRAK

Di Semarang terdapat lima vendor jasa *make up* artist, diantaranya adalah *Brushed by Inas*, *Rizkyw Makeup*, *Akira Makeup*, *Roro Musthofa*, dan *Rida Beauty Make Up Artist* menawarkan harga paket makeup basic dengan harga yang beragam. Selama rentang waktu 2018-2019 *Brushed by Inas Makeup Artist* yang memiliki harga paket *basic makeup* dengan harga tertinggi, memiliki konsumen terbanyak pula. Dengan latar belakang tersebut penulis melakukan penelitian untuk mengetahui pengaruh kualitas pelayanan, kualitas produk, dan harga terhadap keputusan pembelian di *Brushed by Inas Makeup Artist*.

Populasi dalam penelitian ini adalah klien *Brushed by Inas Make Up Artist*. Penentuan responden dalam penelitian ini menggunakan sensus, dengan jumlah responden sebanyak 80 orang dimana jumlah responden merupakan seluruh klien *Brushed by Inas Makeup Artist* selama tahun 2017 sampai 2019.

Teknik pengambilan data pada penelitian ini dengan kuesioner, wawancara dan studi pustaka. Metode analisis data yang digunakan meliputi analisis data (uji validitas, reabilitas), uji asumsi klasik (uji normalitas, uji multikoelineritas, uji hetekedastisitas), dan uji hipotesis (regresi linier berganda, uji t, uji F). Berdasarkan dari hasil uji dan analisis tersebut, variabel kualitas pelayanan, kualitas produk, dan harga berpengaruh secara signifikan terhadap keputusan pembelian pada *Brushed By Inas Makeup Artist*. Hal ini menunjukkan bahwa berkualitas tidaknya pelayanan, produk dan tinggi rendahnya harga mempengaruhi keputusan pembelian.

Kata kunci : Kualitas Pelayanan, Kualitas Produk, Harga, Keputusan Pembelian



ABSTRACT

In Semarang, there were five Make-up Artist vendors such as: Brushed by Inas, Rizkyw Makeup, Akira Makeup, Roro Musthofa, and Rida Beauty Make-Up Artist. They had a different price list at basic make-up package prices. During the period 2018 - 2019, brushed by Inas Makeup Artist, which had the highest price for basic make-up packages, had the most consumers as well. Based on this background, the aim of this research was to determine the effect of service quality, product quality, and price on purchasing the decisions at Brushed by Inas Makeup Artist.

The population of this research were clients of Brushed by Inas Makeup Artist. The determination of respondents that were used in this research was a census, while the respondents of this research were Brushed by Inas's Makeup Artist clients from 2017 - 2019, they were 80 people.

The data collection techniques of this research were taken from questionnaires, interviews, and literature studies, while the data analysis methods of this research were validity test, reliability test, normality test, multicollinearity test, heteroskedasticity test, and the hypothesis tested with multiple linear regression, t-test, F test. Based on the results of those tests and its analysis, the variables of service quality, product quality, and the price had a significant effect on purchasing decisions at Brushed By Inas Makeup Artist. It showed that the quality of services, products, and high and low prices affected= purchasing decisions.

Keywords: Service Quality, Product Quality, Price, Purchasing Decisions

