

# **PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK INNISFREE DI MARKETPLACE SHOPEE**

Ditulis oleh:

Dini Rohayati

Dibimbing oleh

Mutia Tri satya S.Sos., M.Si., Msm

## **ABSTRAK**

Innisfree merupakan salah satu produk kecantikan yang berasal dari negeri gingseng kora yang sudah banyak digunakan oleh masyarakat Indonesia bahkan negara-negara lainnya. Saat ini, Innisfree sudah banyak bekerja sama dengan aktris dan actor korea untuk melakukan promosi produknya di berbagai negara. Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh harga kosmetik innisfree di marketplace shopee, promosi kosmetik innisfree di marketplace shopee keputusan pembelian kosmetik Innisfree di marketplace shopee dan besarnya pengaruh harga dan promosi terhadap keputusan pembelian kosmetik Innisfree di marketplace shopee. Penelitian ini menggunakan metode deskriptif dan verifikatif. Pengumpulan data dilakukan dengan teknik kuesioner. Sampel dalam penelitian ini berjumlah sebanyak 100 responden yang merupakan masyarakat Kota Bandung. Hasil dari penelitian ini yaitu berdasarkan pengumpulan kuesioner, terlihat bahwa harga dan promosi berpengaruh signifikan pada variabel keputusan pembelian hal tersebut sesuai dengan hasil uji hipotesis yang berarti harga dan promosi mempunyai andil dalam mempengaruhi keputusan pembelian pada kosmetik innisfree di shopee

**Kata Kunci:** *Harga, Promos, Keputusan Pembelian*

**THE EFFECT OF PRICE AND PROMOTION ON PURCHASING  
DECISIONS FOR INNISFREE COSMETICS IN THE MARKETPLACE  
SHOPEE**

Written by:  
Dini Rohayati

Supervisor:  
Mutia Tri satya S.Sos., M.Si., Msm

**ABSTRACT**

*Innisfree is a beauty product originating from the country of ginseng korea which has been widely used by the people of Indonesia and even other countries. At present, Innisfree has collaborated with Korean actresses and actors to promote their products in various countries. The purpose of this research is to determine the effect of the price of Innisfree cosmetics on the Shopee marketplace, Innisfree cosmetics promotions on the Shopee marketplace, the decision to purchase Innisfree cosmetics on the Shopee marketplace and the magnitude of the influence of price and promotion on purchasing decisions for Innisfree cosmetics in the marketplace shopee. This research uses descriptive and verification methods. Data collection was carried out using a questionnaire technique. The sample in this study amounted to 100 respondents who are the people of Bandung City. The results of this study, based on collecting questionnaires, show that prices and promotions have a significant effect on the purchasing decision variable. This is in accordance with the results of the hypothesis testing which means that prices and promotions have a role in influencing purchasing decisions for Innisfree cosmetics at Shopee.*

**Keywords: Price, Promotion, Purchase Decision**