

## **ABSTRAK**

**Fakultas Ekonomi dan Bisnis**

**Program Studi S-1 Manajemen**

**(2026)**

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**120.2022.026**

**Pengaruh Kualitas Produk Kepercayaan Merek, Persepsi Harga dan Pemasaran Media Sosial terhadap Keputusan pembelian ulang (Studi Kasus Pengguna Produk Kecantikan Skintific Pada Gen Z Di Wilayah Jakarta timur)**

180 halaman + xvii halaman + 26 tabel + 5 gambar + 3 lampiran

### **Uraian Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kepercayaan merek, persepsi harga, dan pemasaran media sosial terhadap keputusan pembelian ulang produk kecantikan Skintific pada Generasi Z di Jakarta Timur. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap pengguna produk Skintific yang dipilih melalui teknik non-probability sampling dengan metode purposive sampling. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk, kepercayaan merek, persepsi harga, dan pemasaran media sosial secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian ulang produk kecantikan Skintific. Temuan ini menunjukkan bahwa keputusan pembelian ulang konsumen dipengaruhi oleh faktor fungsional, psikologis, dan pemasaran digital. Ditinjau dari perspektif Islam, kualitas produk, kepercayaan merek, penetapan harga, dan pemasaran media sosial pada produk Skintific telah sesuai dengan prinsip muamalah Islam, seperti kejujuran (shiddiq), keadilan ('adl), amanah, transparansi, serta menghindari unsur gharar dan tadlis. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dan praktis dalam pengembangan strategi pemasaran yang etis, berkelanjutan, dan selaras dengan nilai-nilai Islam.

**Kata kunci:** Kualitas Produk, Kepercayaan Merek, Persepsi Harga, Pemasaran Media Sosial, Keputusan Pembelian Ulang

## **ABSTRACT**

***Faculty of Economics and Business***

***Study Program S-1 Management***

**(2026)**

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***The Influence of Product Quality, Brand Trust, Price Perception, and Social Media Marketing on Repurchase Decisions (A Case Study of Skintific Beauty Product Users among Generation Z in East Jakarta)***

180 pages + xvii pages + 26 tables + 5 images + 3 appendices

### ***Abstract Description***

*This research aims to analyze the influence of product quality, brand trust, price perception, and social media marketing on the repurchase decision of Skintific beauty products among Generation Z in East Jakarta. This study uses a quantitative approach with a survey method involving users of Skintific products selected through a non-probability sampling technique using purposive sampling. Data were collected using questionnaires and analyzed using multiple linear regression. The results of the study show that product quality, brand trust, price perception, and social media marketing partially and simultaneously have a positive and significant effect on the repurchase decision of Skintific beauty products. These findings indicate that consumers' repurchase decisions are influenced by functional, psychological, and digital marketing factors.*

*From an Islamic perspective, product quality, brand trust, pricing, and social media marketing of Skintific products are in accordance with the principles of Islamic muamalah, such as honesty (shiddiq), justice ('adl), trustworthiness (amanah), transparency, and the avoidance of elements of gharar and tadlis. This research is expected to provide theoretical and practical contributions to the development of ethical, sustainable marketing strategies that are aligned with Islamic values.*

***Keywords:*** Product Quality, Brand Trust, Price Perception, Social Media Marketing, Repurchase Decisions