

ABSTRAK

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Pengaruh Kualitas Produk terhadap Keputusan Pembelian yang dimediasi oleh Persepsi Harga, *Online Customer Review*, dan Kepercayaan Konsumen Pada Produk Skintific di Tiktok Shop (Studi Kasus pada Masyarakat di Jakarta Timur)

15 halaman + xv halaman, 5 gambar, 24 tabel dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan menganalisis pengaruh kualitas produk terhadap keputusan pembelian melalui persepsi harga, *online customer review*, dan kepercayaan konsumen sebagai variabel mediasi pada produk skincare Skintific di TikTok Shop. Penelitian menggunakan teknik purposive sampling dengan 190 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian; (2) kualitas produk berpengaruh positif dan signifikan terhadap persepsi harga; (3) kualitas produk berpengaruh positif dan signifikan terhadap *online customer review*; (4) kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan konsumen; (5) persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian; (6) *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian; (7) kepercayaan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian; (8) persepsi harga memediasi secara positif dan signifikan pengaruh kualitas produk terhadap keputusan pembelian; (9) *online customer review* memediasi secara positif dan signifikan pengaruh kualitas produk terhadap keputusan pembelian; (10) kepercayaan konsumen memediasi secara positif dan signifikan pengaruh kualitas produk terhadap keputusan pembelian; (11) menurut pandangan Islam, keputusan pembelian hendaknya didasarkan pada prinsip kejujuran, amanah, keterbukaan informasi, serta kualitas produk yang baik dan aman digunakan.

Kata Kunci : Kualitas Produk, Keputusan Pembelian, Persepsi Harga. *Online Customer Review*, Kepercayaan Konsumen, Skintific, Perspektif Islam

ABSTRACT

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The Influence of Product Quality on Purchase Decisions Mediated by Price Perception, Online Customer Reviews, and Consumer Trust in Skintific Products on TikTok Shop (A Study of the People of East Jakarta)

152 pages + xv pages, 5 figures, 24 tables and 5 appendices

Abstract Description

This study aims to analyze the influence of product quality on purchase decisions through price perception, online customer reviews, and consumer trust as mediating variables in Skintific skincare products on TikTok Shop. This research employed a purposive sampling technique involving 190 respondents. Data were collected through questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results indicate that: (1) product quality has a positive and significant effect on purchase decisions; (2) product quality has a positive and significant effect on price perception; (3) product quality has a positive and significant effect on online customer reviews; (4) product quality has a positive and significant effect on consumer trust; (5) price perception has a positive and significant effect on purchase decisions; (6) online customer reviews have a positive and significant effect on purchase decisions; (7) consumer trust has a positive and significant effect on purchase decisions; (8) price perception positively and significantly mediates the effect of product quality on purchase decisions; (9) online customer reviews positively and significantly mediate the effect of product quality on purchase decisions; (10) consumer trust positively and significantly mediates the effect of product quality on purchase decisions; and (11) from an Islamic perspective, purchase decisions should be based on the principles of honesty, trustworthiness, transparency of information, and good, safe product quality.

Keywords: *Product Quality, Purchase Decision, Price Perception, Online Customer Reviews, Consumer Trust, Skintific, Islamic Perspective.*