

ABSTRAK

Tujuan penelitian sebagai pengetahuan keputusan konsumen dalam pembelian produk kosmetik Emina pada toko Gita Jaya Cosmetic Surabaya. Penelitian ini mengambil populasi di toko Gita Jaya Cosmetic Surabaya. Sampel yang digunakan sebanyak 186 responden. Teknik yang digunakan yaitu *Accidental Sampling*. Sedangkan pengumpulan data menggunakan kuisioner dan dokumentasi kemudian dianalisis menggunakan uji instrumen, uji asumsi klasik dan regresi linier berganda diuji dengan bantuan program SPSS version 24. Berdasarkan analisis yang dilakukan dapat disimpulkan bahwa variabel Kualitas Produk, Citra Merek, *Word Of Mouth* berpengaruh signifikan dan positif terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Citra Merek, *Word Of Mouth*, Keputusan Pembelian

ABSTRACT

The research objective was to determine consumer decision knowledge in purchasing Emina cosmetic products at the Gita Jaya Cosmetic store in Surabaya. This study took the population at the Gita Jaya Cosmetic Surabaya shop. The sample used was 186 respondents. The technique used is Accidental Sampling. While data collection using questionnaires and documentation then analyzed using test instruments, classical assumption test and multiple linear regression tested with the help of the SPSS version 24 program. Based on the analysis, it can be concluded that the variables of Product Quality, Brand Image, Word Of Mouth have a significant and positive effect on buying decision.

Keywords: Product Quality, Brand Image, Word Of Mouth, Purchase Decision