

ABSTRAK

Perkembangan industri di Indonesia terus berkembang dan meningkat, khususnya industri kosmetik dimana Indonesia sebagai negara yang tinggi akan konsumen kosmetik terbesar nomor 2 di Dunia. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas produk, dan promosi terhadap pembelian impulsif produk Scarlett Whitening pada Mahasiswa Manajemen FEB Universitas PGRI Adi Buana Surabaya. Sampel pada penelitian ini sejumlah 160 responden, teknik pengambilan sampel yaitu *probability sampling* dengan metode *proportionate stratified random sampling*. Data diperoleh dari kuesioner yang disebar kepada responden dengan skala likert. Hasil dari penelitian ini persepsi harga, kualitas produk dan promosi berpengaruh secara parsial dan simultan terhadap pembelian impulsif produk Scarlett Whitening pada Mahasiswa Manajemen FEB UNIPA SBY.

Kata kunci : Persepsi Harga, Kualitas Produk, Promosi, Pembelian Impulsif.

ABSTRACT

Industrial development in Indonesia continues to grow and increase, especially the cosmetics industry where Indonesia is the country with the 2nd largest consumer of cosmetics in the world. This study aims to analyze the effect of perceptions of price, product quality, and promotion on the impulsive buying of Scarlett Whitening products for FEB Management Students. PGRI Adi Buana University, Surabaya. The sample in this study was 160 respondents. The sampling technique was probability sampling using the proportionate stratified random sampling method. The data were obtained from questionnaires distributed to respondents using a Likert scale. The results of this research are perceptions of price, product quality and promotion that partially and simultaneously affect the impulsive purchase of Scarlett Whitening products by FEB UNIPA SBY Management Students.

Keywords : Perceived Price, Product Quality, Promotion, Impulsive Buying.