

ABSTRACT

Dhea Madinahtul Munawaroh. The Influence of Price, Brand Image, and Brand Trust on Purchasing Decisions for Hanasui Cosmetic Products (Study on Female Students of the Faculty of Economics and Business, Trunojoyo University, Madura). Under the guidance of Prof. Dr. Drs. Ec. H. Muh. Syarif, M.Si.

This research aims to provide empirical evidence of the influence of price, Brand Image and Brand Trust on purchasing decisions for Hanasui cosmetic products (Study of female students at the Faculty of Economics and Business, Trunojoyo University, Madura). This study uses a quantitative approach. The population used in this research was female students from the Faculty of Economics and Business, Trunojoyo Madura University who used Hanasui Cosmetics products with a total of 73 observation samples taken using non-probability techniques. The data collection technique used a questionnaire and was analyzed using the SPSS 25 tool. The results of the study showed that: a) Price had no partial effect on purchasing decisions for Hanasui cosmetic products among students at the Faculty of Economics and Business, Trunojoyo University, Madura. b) Brand Image partially influences purchasing decisions for Hanasui cosmetic products among students at the Faculty of Economics and Business, Trunojoyo University, Madura. c) Brand Trust partially influences purchasing decisions for Hanasui cosmetic products among students at the Faculty of Economics and Business, Trunojoyo University, Madura. d) Simultaneously, the independent variables, namely Price, Brand Image and Brand Trust, influence the purchasing decisions of Hanasui cosmetic products among female students at the Faculty of Economics and Business, Trunojoyo University, Madura.

Keywords: Price, Brand Image, Brand Trust, Purchase Decision

ABSTRAK

Dhea Madinahtul Munawaroh. Pengaruh Harga, *Brand Image*, dan *Brand Trust* terhadap Keputusan Pembelian Produk Kosmetik Hanasui (Studi pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Dibawah bimbingan Prof. Dr. Drs. Ec. H. Muh. Syarif, M.Si.

Penelitian ini bertujuan untuk memberikan bukti empiris Pengaruh Harga, *Brand Image*, dan *Brand Trust* terhadap Keputusan Pembelian Produk Kosmetik Hanasui (Studi pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Penelitian ini menggunakan pendekatan kuantitatif. Populasi yang digunakan dalam penelitian ini yaitu di kalangan Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura yang menggunakan produk Kosmetik Hanasui dengan total 73 sampel observasi yang diambil dengan teknik non-probability. Teknik pengumpulan data menggunakan kuesioner dan dianalisis menggunakan perangkat SPSS 25. Hasil penelitian menunjukkan bahwa: a) Harga tidak berpengaruh secara parsial terhadap Keputusan Pembelian produk kosmetik Hanasui pada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. b) *Brand Image* berpengaruh secara parsial terhadap Keputusan Pembelian produk kosmetik Hanasui pada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. c) *Brand Trust* berpengaruh secara parsial terhadap Keputusan Pembelian produk kosmetik Hanasui pada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. d) Secara simultan, variabel bebas yaitu Harga, *Brand Image*, dan *Brand Trust* berpengaruh terhadap Keputusan Pembelian produk kosmetik Hanasui pada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura.

Kata kunci: Harga, *Brand Image*, *Brand Trust*, Keputusan Pembelian