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PENGARUH <i>SOCIAL MEDIA INFLUENCE</i>, <i>PEER INFLUENCE</i> DAN <i>EASE OF USE</i> TERHADAP <i>PURCHASE DECISION</i> PRODUK KOSMETIK DI INDONESIA DENGAN <i>PERCEIVED QUALITY</i> SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA PRODUK KOSMETIK IMPOR)	
ABSTRAK Penelitian ini bertujuan untuk menganalisis pengaruh <i>Social Media Influence</i>, <i>Peer Influence</i>, dan <i>Ease of Use</i> terhadap <i>Purchase Decision</i> produk kosmetik impor di Indonesia dengan <i>Perceived Quality</i> sebagai variabel intervening. Produk kosmetik impor tanpa izin edar tetap diminati konsumen, khususnya generasi muda, akibat kuatnya pengaruh media sosial, rekomendasi teman sebaya, serta kemudahan akses melalui platform e-commerce. Kondisi ini menunjukkan bahwa persepsi kualitas menjadi faktor penting dalam membentuk keputusan pembelian konsumen. Pendekatan kuantitatif digunakan dalam penelitian ini dengan melibatkan 427 responden yang pernah membeli produk kosmetik impor. Teknik analisis data yang digunakan adalah <i>Structural Equation Modeling</i> (SEM) dengan bantuan software Jamovi 2.3.28 untuk menguji hubungan antar variabel yang menjadi fokus penelitian. Hasil penelitian menunjukkan bahwa <i>Social Media Influence</i>, <i>Peer Influence</i>, dan <i>Ease of Use</i> berpengaruh positif dan signifikan terhadap <i>Perceived Quality</i>. <i>Social Media Influence</i> dan <i>Perceived Quality</i> terbukti berpengaruh positif terhadap <i>Purchase Decision</i>, sementara <i>Peer Influence</i> tidak berpengaruh langsung terhadap <i>Purchase Decision</i>, dan <i>Ease of Use</i> berpengaruh negatif namun signifikan terhadap <i>Purchase Decision</i>. <i>Perceived Quality</i> berperan sebagai mediator penuh pada hubungan antara <i>Peer Influence</i> dan <i>Purchase Decision</i>, serta sebagai mediator parsial pada hubungan antara <i>Social Media Influence</i> dan <i>Ease of Use</i> terhadap <i>Purchase Decision</i>. Temuan ini memberikan implikasi strategis bagi pelaku usaha, regulator, serta konsumen dalam memahami dinamika keputusan pembelian kosmetik impor di era digital.	
Kata Kunci: <i>Social Media Influence</i>, <i>Peer Influence</i>, <i>Ease of Use</i>, <i>Perceived Quality</i>, <i>Purchase Decision</i>, Kosmetik Impor, BPOM.	

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***THE EFFECT OF SOCIAL MEDIA INFLUENCE, PEER INFLUENCE,
AND EASE OF USE ON PURCHASE DECISIONS FOR COSMETIC
PRODUCTS IN INDONESIA, WITH PERCEIVED QUALITY AS AN
INTERVENING VARIABLE
(A CASE STUDY OF IMPORTED COSMETIC PRODUCTS)***

ABSTRACT

This study aims to analyze the influence of Social Media Influence, Peer Influence, and Ease of Use on the Purchase Decision of imported cosmetic products in Indonesia with Perceived Quality as an intervening variable. Imported cosmetic products without distribution permits remain in demand among consumers, especially the younger generation, due to the strong influence of social media, peer recommendations, and ease of access through e-commerce platforms. This condition shows that Perceived Quality is an important factor in shaping consumer purchasing decisions.

A quantitative approach was used in this study, involving 427 respondents who had purchased imported cosmetic products. The data analysis technique used was Structural Equation Modeling (SEM) with the help of Jamovi 2.3.28 software to test the relationship between the variables that were the focus of the study.

The results show that Social Media Influence, Peer Influence, and Ease of Use have a positive and significant effect on Perceived Quality. Social Media Influence and Perceived Quality are proven to have a positive effect on Purchase Decision, while Peer Influence does not have a direct effect on Purchase Decision, and Ease of Use has a negative but significant effect on Purchase Decision. Perceived Quality acts as a full mediator in the relationship between Peer Influence and Purchase Decision, and as a partial mediator in the relationship between Social Media Influence and Ease of Use on Purchase Decision. These findings provide strategic implications for businesses, regulators, and consumers in understanding the dynamics of purchasing decisions for imported cosmetics in the digital era.

Keywords: Social Media Influence, Peer Influence, Ease of Use, Perceived Quality, Purchase Decision, Imported Cosmetics, BPOM.

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