

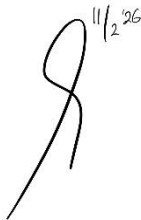
**PENGARUH *SERVICESCAPE*, *PRODUCT DIVERSITY*, *BRAND IMAGE*,
DAN *USER GENERATED CONTENT* TERHADAP *PURCHASE DECISION*
PADA TOKO *MAKEUP* DAN *SKINCARE* DI WILAYAH SLEMAN DAN
KOTA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *servicescape*, *product diversity*, *brand image*, dan *user generated content* terhadap *purchase decision* pada toko *makeup* dan *skincare* di wilayah Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah purposive sampling sejumlah 104 responden. Pengumpulan data primer dilakukan dengan metode kuisioner yang telah diuji validitas dan reliabilitasnya. Metode analisis dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil analisis data secara parsial *servicescape*, *product diversity*, *brand image*, dan *user generated content* berpengaruh positif dan signifikan terhadap *purchase decision*. Secara simultan *servicescape*, *product diversity*, *brand image*, dan *user generated content* berpengaruh positif dan signifikan terhadap *purchase decision*. Temuan ini menunjukkan bahwa kenyamanan dan suasana *servicescape*, *product diversity* yang ditawarkan, citra merek yang luas, serta *user generated content* di media sosial berperan penting dalam mendorong keputusan pembelian konsumen pada toko *makeup* dan *skincare* di Yogyakarta.

Kata Kunci: *Servicescape*, *Product Diversity*, *Brand Image*, *User Generated Content*, dan *Purchase Decision*

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THE EFFECT OF SERVICESCAPE, PRODUCT DIVERSITY, BRAND IMAGE, AND USER-GENERATED CONTENT ON PURCHASE DECISION AT MAKEUP AND SKINCARE STORES IN YOGYAKARTA

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Abstract

This study aims to analyse the effects of servicescape, product diversity, brand image, and user-generated content on purchase decisions at makeup and skincare stores in Yogyakarta. The sampling technique used in this study was purposive sampling with a total of 104 respondents. Primary data were collected using questionnaires that had previously been tested for validity and reliability. The data analysis method used in this study was multiple linear regression analysis. The results of the partial analysis indicate that servicescape, product diversity, brand image, and user-generated content have a positive and significant effect on the purchase decision. Simultaneously, servicescape, product diversity, brand image, and user-generated content also have a positive and significant effect on the purchase decision. These findings indicate that the comfort and atmosphere of the servicescape, the diversity of products offered, a strong brand image, and user-generated content on social media play an important role in encouraging consumer purchase decisions at makeup and skincare stores in Yogyakarta.

Keywords: *Servicescape, Product Diversity, Brand Image, User Generated Content, and Purchase Decision*