

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh elemen bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, dan Physical Evidence*) terhadap keputusan pembelian *secondhand cosmetic* secara *online* Indonesia. Mengingat adanya risiko higienitas dan keaslian pada produk kosmetik bekas, penelitian ini berupaya mengidentifikasi faktor dominan yang mendorong konsumen melakukan transaksi. Penelitian menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 310 responden yang pernah melakukan pembelian kosmetik bekas. Data dianalisis menggunakan metode Regresi Linier Berganda dengan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa secara simultan, bauran pemasaran 7P berpengaruh signifikan terhadap keputusan pembelian dengan kontribusi pengaruh sebesar 69,3%. Secara parsial, variabel *Product, Price, Place, Promotion, People, dan Process* terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Sebaliknya, *Physical Evidence* ditemukan tidak berpengaruh signifikan, mengindikasikan bahwa konsumen lebih mengutamakan substansi informasi daripada estetika visual. Temuan kunci penelitian ini mengidentifikasi *People* sebagai variabel yang paling dominan, menegaskan bahwa dalam ekosistem *consumer-to-consumer* (C2C), reputasi dan interaksi penjual menjadi determinan utama kepercayaan konsumen. Penelitian ini merekomendasikan strategi pemasaran yang berfokus pada transparansi kondisi produk secara proaktif dan peningkatan responsivitas penjual untuk memitigasi persepsi risiko konsumen.

Kata kunci: *Secondhand Cosmetic; Keputusan Pembelian; Bauran Pemasaran 7P; Perilaku Konsumen*

Abstract

[Development Of Online Secondhand Cosmetics Marketing Strategy Based On User Perception Of Marketing Mix 7p] *This study aims to analyze the influence of the 7P marketing mix elements (Product, Price, Place, Promotion, People, Process, and Physical Evidence) on the purchasing decision of secondhand cosmetics in online marketplaces in Indonesia. Given the risks of hygiene and authenticity associated with used cosmetic products, this research seeks to identify the dominant factors driving consumer transactions. The study employed a quantitative approach by distributing questionnaires to 310 respondents who are consumers of secondhand cosmetics (predominantly Generation Z and Millennials). Data were analyzed using Multiple Linear Regression with SPSS software. The results indicate that simultaneously, the 7P marketing mix significantly influences purchasing decisions, contributing 69.3% to the variance. Partially, the variables of Product, Price, Place, Promotion, People, and Process proved to have a positive and significant effect on purchasing decisions. In contrast, Physical Evidence was found to be insignificant, suggesting that consumers prioritize information substance over visual aesthetics. A key finding of this research identifies People (Sellers) as the most dominant variable, confirming that in the consumer-to-consumer (C2C) ecosystem, seller reputation and interaction are the primary determinants of consumer trust. This study recommends marketing strategies focused on proactive product condition transparency and enhanced seller responsiveness to mitigate consumer risk perception.*

Keywords: *Secondhand Cosmetic; Purchase Decision; 7P Marketing Mix; Consumer Behavior*