

ABSTRAK

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**Pengaruh Harga dan Promosi Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Serta Tinjauannya Dalam Sudut Pandang Islam
(Studi Empiris Pada Konsumen *Liptint Implora* Di Jakarta Pusat)**

83 + xiii halaman +16 tabel + 6 gambar dan 6 lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi Terhadap minat beli ulang dengan Kepuasan pelanggan sebagai mediator *Liptint Implora* serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini ialah konsumen *Liptint Implora* di wilayah Jakarta Pusat. Teknik pengambilan sampel yang digunakan adalah Purposive sampling. Jumlah responden pada penelitian ini yaitu sebanyak 102 responden yang menggunakan produk *Liptint Implora*. Data dikumpulkan dengan menggunakan metode survey dengan menggunakan kuesioner melalui google form. Untuk gambaran responden Dan gambaran variabel penelitian kuesioner menggunakan bantuan program IBM SPSS (Statistical Package for The Social Sciences) versi 25 dalam mengolah data dan untuk metode analisis data yang digunakan yaitu menggunakan analisis metode Partial Least Square Structural Equation Modelling (PLSSEM). Hasil penelitian ini menunjukkan bahwa : (1) Harga berpengaruh positif Dan signifikan Terhadap Kepuasan pelanggan, (2) Promosi berpengaruh positif Dan signifikan Terhadap Kepuasan pelanggan, (3) Kepuasan pelanggan berpengaruh positif Dan signifikan Terhadap minat beli ulang, (4) Harga berpengaruh positif Dan signifikan Terhadap minat beli ulang, (5) Promosi berpengaruh positif tetapi Tidak signifikan Terhadap minat beli ulang, (6) Kepuasan pelanggan memediasi hubungan antar harga dengan minat beli ulang, (7) Kepercayaan memediasi hubungan antar promosi dengan minat beli ulang. Menurut pandangan Islam kegiatan jual beli harus sesuai dengan anjuran Islam agar tidak salah dalam mengambil keputusan Dan Tidak ada pihak yang merasa dirugikan. Maka Dari Itu harga harus tertera jelas serta dalam melakukan promosi Tidak boleh menipu serta harus jujur agar pelanggan merasa Ikhlas, rida, rela dan Tidak kecewa.

Kata kunci : *Liptint Implora*, Harga, Promosi, Minat beli ulang dan Kepuasan pelanggan

ABSTRACT

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***The Influence of Price and Promotion on Repurchase Interest Through Customer Satisfaction and Its Review from an Islamic Perspective
(Empirical Study on Liptint Implora Consumers in Central Jakarta)***
83 + xiii pages + 16 tables + 6 images and 6 attachments

This study aims to determine the effect of price, promotion on repurchase interest with customer satisfaction as a mediator of Liptint Implora and its review from an Islamic point of view. The population in this study are Liptint Implora consumers in the Central Jakarta area. The sampling technique used is purposive sampling. The number of respondents in this study were 102 respondents who used Liptint Implora products. Data were collected using a survey method using a questionnaire via google form. For the description of the respondents and the description of the variables, the questionnaire research used the help of the IBM SPSS (Statistical Package for The Social Sciences) version 25 program in processing the data and for the data analysis method used was Partial Least Square Structural Equation Modeling (PLSSEM) analysis. The results of this study indicate that: (1) Price has a positive and significant effect on customer satisfaction, (2) Promotion has a positive and significant effect on customer satisfaction, (3) Satisfaction Customers have a positive and significant effect on repurchase interest, (4) Price has a positive and significant effect on repurchase interest, (5) Promotion has a positive but not significant effect on interest repurchase, (6) Customer satisfaction mediates the relationship between price and repurchase interest, (7) Trust mediates the relationship between promotions and repurchase interest. According to the Islamic view, buying and selling activities must be in accordance with Islamic recommendations so that they are not wrong in making decisions and no party feels disadvantaged. Therefore, the price must be clearly stated and in carrying out promotions, there must be no cheating and must be honest so that customers feel sincere, happy, willing and not disappointed.

Keywords : Liptint Implora, Price, Promotion, Repurchase Interest and Customer Satisfaction