

ABSTRAK

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Pengaruh Citra Merek, Efektivitas Promosi, Persepsi Harga, dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen Kopi Nako di Kecamatan Ciracas serta Tinjauannya sari Sudut Pandang Islam

102 halaman + xiv halaman + 24 tabel + 3 gambar dan 3 lampiran

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek, efektivitas promosi, persepsi harga dan kualitas pelayanan secara parsial dan simultan terhadap minat beli. Populasi dalam penelitian ini adalah konsumen Kopi Nako Ciracas. Teknik pengambilan sampel yang digunakan adalah teknik sampel purposive sampling. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linear berganda, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) citra merek berpengaruh positif dan signifikan terhadap minat beli. (2) efektivitas promosi berpengaruh positif dan signifikan terhadap minat beli. (3) persepsi harga berpengaruh positif dan signifikan terhadap minat beli. (4) kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli. (5) secara simultan seluruh variabel independen yaitu citra merek, efektivitas promosi, persepsi harga dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli. Dalam sudut pandang Islam, transaksi jual beli yang terkait dengan citra merek, efektivitas promosi, persepsi harga, kualitas pelayanan dan minat beli yang ada dan berlaku di Kopi Nako Ciracas tidak menyimpang dari ajaran Islam dan Syariat Islam.

Kata Kunci: Citra Merek, Efektivitas Promosi, Persepsi Harga, Kualitas Pelayanan, Minat Beli.

ABSTRACT

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The Influence of Brand Image, Promotion Effectiveness, Price Perception and Service Quality on the Buying Interest of Nako Coffee Consumers in Ciracas sub-district and Its Review from Islamic Point Of View

102 pages + xiv pages + 24 tables + 3 pictures + 3 attachments

The purpose of this study is to determine the influence of brand image, promotional effectiveness, price perception and service quality partially and simultaneously. The population in this study were consumers of Nako Ciracas Coffee. The sampling technique used is the purposive sampling technique. The number of respondents in this study was 100 respondents. data was collected using a survey method with a questionnaire instrument. The data analysis methods used are multiple linear regression analysis, t test (partial) and F test (simultaneous). The results showed that: 1) brand image has a positive and significant effect on buying interest. (2) the effectiveness of promotion has a positive and significant effect on buying interest. (3) price perception has a positive and significant effect on buying interest. (4) service quality has a positive and significant effect on buying interest. 5) simultaneously all independent variables, namely brand image, promotion effectiveness, price perception and service quality have a positive and significant effect on buying interest. From an Islamic point of view, buying and selling transactions related to brand image, promotional effectiveness, price perception, service quality and buying interest that exist and apply in Kopi Nako Ciracas do not deviate from the teachings of Islam and Islamic Law.

Keywords : *Brand Image, promotional effectiveness, price perception service quality, buying interest.*