

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2022

Putri Andini
1202018338

Pengaruh Kualitas Produk, *Brand Image*, Desain Produk dan Promosi terhadap Loyalitas Pelanggan serta tinjauannya dari sudut pandang Islam (Studi Kasus pada pengguna *smartphone* Samsung di Bekasi Utara).

133 halaman + xv halaman + 26 tabel + 6 gambar dan 7 lampiran.

Abstrak

Penelitian ini bertujuan untuk mengetahui Kualitas Produk, *Brand Image*, Desain Produk dan Promosi terhadap Loyalitas Pelanggan *smartphone* Samsung serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini adalah Masyarakat Bekasi Utara yang sedang menggunakan *smartphone* Samsung. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Jumlah responden dalam penelitian ini sebanyak 100 masyarakat. Data dikumpulkan dengan menggunakan metode survey yaitu kuesioner. Metode analisis yang digunakan yaitu analisis regresi berganda. Hasil penelitian menunjukkan bahwa (1) Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan. (2) Brand Image berpengaruh negatif dan tidak signifikan terhadap loyalitas pelanggan. (3) Desain Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan. (4) Promosi berpengaruh positif dan tidak signifikan terhadap Loyalitas Pelanggan. (5) Kualitas Produk, Brand Image, Desain Produk dan Promosi secara simultan berpengaruh signifikan terhadap Loyalitas Pelanggan. Kualitas Produk, *Brand Image*, Desain Produk dan Promosi terhadap Loyalitas Pelanggan pada pengguna *smartphone* Samsung di Bekasi Utara telah menerapkan prinsip-prinsip syariat Islam.

Kata kunci : Kualitas Produk, Brand Image, Desain Produk, Promosi dan Loyalitas Pelanggan.

ABSTRACT

Faculty of Economics and Business
S-1 Study Program Management
2022

Putri Andini
1202018338

The influence of Product Quality, Brand Image, Product Design and Promotion on Customers Loyalty and its review from an Islamic point of view (a case study on Samsung smartphone users in North Bekasi.)

133 pages + xv pages + 26 tables + 6 pictures and 7 attachments.

Abstract

This study aims to determine Product Quality, Brand Image, Product Design and Promotion of Samsung Smartphone Customer Loyalty and its review from an Islamic point of view. The population in this study is the people of North Bekasi who are using a Samsung smartphone. The sampling technique used is purposive sampling. The number of respondents in this study were 100 people. Data were collected using a survey method, namely a questionnaire. The analytical method used is multiple regression analysis. The results showed that (1) Product Quality had a positive and significant effect on Customer Loyalty. (2) Brand Image has a negative and insignificant effect on customer loyalty. (3) Product Design has a positive and significant effect on Customer Loyalty. (4) Promotion has a positive and insignificant effect on Customer Loyalty. (5) Product Quality, Brand Image, Product Design and Promotion simultaneously have a significant effect on Customer Loyalty. Product Quality, Brand Image, Product Design and Promotion of Customer Loyalty to Samsung smartphone users in North Bekasi have applied the principles of Islamic law.

Keywords: Product Quality, Brand Image, Product Design, Promotion and Customer Loyalty.