

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S1 Manajemen  
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**Melina Nur Azizah**  
**120.2018.321**

**Pengaruh *Celebrity Endorser*, Kualitas Produk, Citra Merek, dan *Lifestyle* terhadap Keputusan Pembelian serta Ditinjau Dari Sudut Pandang Islam. (Studi Kasus Pada Konsumen Produk MS Glow di JABODETABEK)**

134 halaman + xvi halaman + 26 tabel + 3 gambar dan 8 lampiran

Penelitian ini dilakukan untuk mengetahui Pengaruh *Celebrity Endorser*, Kualitas Produk, Citra Merek, dan *Lifestyle* terhadap Keputusan Pembelian pada konsumen produk MS Glow. Populasi dalam penelitian ini adalah konsumen MS Glow di JABODETABEK dengan sampel sebanyak 105 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis deskriptif, pengujian instrumen penelitian, dan uji asumsi klasik melalui *SPSS 26 for Windows*. Berdasarkan hasil penelitian diperoleh kesimpulan : (1) *Celebrity Endorser* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (2) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (3) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (4) *Lifestyle* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (6) secara simultan seluruh variabel memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian. Menurut pandangan Islam *Celebrity Endorser*, Kualitas Produk, Citra Merek, *Lifestyle*, dan Keputusan Pembelian pada konsumen produk MS Glow sudah sejalan dengan prinsip-prinsip Islam.

**Kata Kunci** : *Celebrity Endorser*, Kualitas Produk, Citra Merek, *Lifestyle*, dan Keputusan Pembelian

## ABSTRACT

*Faculty of Economics and Business  
Management S1 Study Program  
2022*

*Melina Nur Azizah  
120.2018.321*

*The Influence of Celebrity Endorser, Product Quality, Brand Image, and Lifestyle on Purchase Decisions and From an Islamic Perspective. (Case Study on Consumers of MS Glow Products in JABODETABEK)*

*134 pages + xvi pages + 26 tables + 3 pictures and 8 attachments*

*This study was conducted to determine the effect of Celebrity Endorser, Product Quality, Brand Image, and Lifestyle on Purchase Decisions on consumers of MS Glow products. The population in this study were MS Glow consumers in JABODETABEK with a sample of 105 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through the distribution of questionnaires. Methods of data analysis were descriptive analysis, research instrument testing, and classical assumption test through SPSS 26 for Windows. Based on the results of the study: (1) Celebrity Endorser has a positive and significant effect on purchasing decisions, (2) product quality has a positive and significant effect on purchasing decisions, (3) brand image has a positive and significant effect on purchasing decisions, (4) lifestyle has a positive effect and significant to the Purchase Decision, (6) simultaneously all variables have a positive and significant effect on the Purchase Decision. According to the view of Islamic Celebrity Endorser, Product Quality, Brand Image, Lifestyle, and Purchase Decision on MS Glow product consumers are in accordance with Islamic principles.*

*Keywords : Celebrity Endorser, Product Quality, Brand Image, Lifestyle, and Purchase Decision*