

ABSTRAK

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Pengaruh Word Of Mouth (WOM), Testimoni Produk, Varian Produk, dan Social Media Marketing Terhadap Keputusan Pembelian Produk Thrift Nande's Shop Jakarta Utara Serta Tinjaunnya Dari Sudut Pandang Islam.

140 halaman + 23 tabel + 4 gambar dan 3 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth*, testimoni produk, varian produk, dan *social media marketing* terhadap keputusan pembelian serta tinjaunnya dari sudut pandang Islam. Sampel yang digunakan dalam penelitian ini adalah konsumen produk *Thrift Nande's Shop* dengan jumlah sampel sebanyak 100 orang. Metode pengumpulan data dengan menggunakan kuesioner. Metode analisis data yang digunakan yaitu analisis linear berganda. Hasil penelitian menunjukkan bahwa: (1) secara parsial *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) secara parsial testimoni produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) secara parsial varian produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) secara parsial *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) secara simultan seluruh variabel bebas memiliki pengaruh signifikan terhadap keputusan pembelian. Dalam pandangan Islam apabila ingin meningkatkan keputusan pembelian, hal yang dapat dilakukan oleh perusahaan adalah meningkatkan *word of mouth*, testimoni produk, varian produk, dan *social media marketing* sesuai ajaran dan syariat-syariat Islam agar mendapatkan keuntungan dan keberkahan.

Kata kunci: *Word Of Mouth, Testimoni Produk, Varian Produk, Social Media Marketing, Keputusan Pembelian.*

ABSTRACT

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The Influence of Word Of Mouth (WOM), Product Testimonials, Product Variants, and Social Media Marketing on Purchase Decisions for North Jakarta Thrift Nande's Shop products and their review from an Islamic point of view.

140 pages + 23 tables + 4 pictures dan 3 attachments

Abstract

This study aims to determine the effect of word of mouth, product testimonials, product variants, and social media marketing on purchasing decisions and review them from an Islamic point of view. The sample used in this study were consumers of Thrift Nande's Shop products with a total sample of 100 people. Methods of data collection by using a questionnaire. The data analysis method used is multiple linear analysis. The results showed that: (1) partially word of mouth had a positive and significant effect on purchasing decisions. (2) partially product testimonials have a positive and significant effect on purchasing decisions. (3) partially product variants have a positive and significant effect on purchasing decisions. (4) partially social media marketing has a positive and significant effect on purchasing decisions. (5) simultaneously all independent variables have a significant influence on purchasing decisions. In the view of Islam, if you want to improve purchasing decisions, what companies can do is increase word of mouth, product testimonials, product variants, and social media marketing according to Islamic teachings and sharia in order to get benefits and blessings.

Keywords: *Word Of Mouth, Product Testimonials, Product Variants, Social Media Marketing, Purchase Decision.*