

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
2022

Febni Eva Safitri  
120.2018.150

**Pengaruh Kredibilitas *Celebrity Endorser*, Kualitas Produk, *Brand Trust*, Dan Gaya Hidup Terhadap Keputusan Pembelian Produk Erigo Serta Tinjauannya Menurut Sudut Pandang Islam.**

**135 halaman + xv halaman + 27 tabel + 4 gambar + 7 lampiran**

## ABSTRAK

Tujuan penelitian ini adalah untuk menguji pengaruh kredibilitas *celebrity endorser*, kualitas produk, *brand trust*, dan gaya hidup terhadap keputusan pembelian produk Erigo di wilayah DKI Jakarta. Populasi dalam penelitian adalah konsumen Erigo di wilayah DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 154 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) Kredibilitas *celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) *Brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap keputusan pembelian produk Erigo. Menurut pandangan Islam, kredibilitas *celebrity endorser*, kualitas produk, *brand trust*, dan gaya hidup produk Erigo dilakukan sesuai dengan prinsip-prinsip Islam.

**Kata Kunci: Kredibilitas *Celebrity Endorser*, Kualitas Produk, *Brand Trust*, Gaya Hidup**

***ABSTRACT***

*Faculty Of Economics and Business  
Study Program S-1 Management  
2022*

**Febni Eva Safitri  
120.2018.150**

**Influence Of Celebrity Endorser Credibility, Product Quality, Brand Trust, And Lifestyle On Erigo Product Purchasing Decisions And Their Review From An Islamic Point Of View.**

**135 pages + xv pages + 27 tables + 4 pictures + 7 attachments**

***ABSTRACT***

The purpose of this study was to examine the effect of celebrity endorsers, product quality, brand trust, and lifestyle on purchasing decisions for Erigo products in the DKI Jakarta area. The population in this study are Erigo consumers in the DKI Jakarta area. The sampling technique used is purposive sampling technique. The number of respondents in this study were 154 respondents. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous). The results showed that: (1) celebrity endorser credibility has a positive and significant effect on purchasing decisions. (2) Product quality has a positive and significant effect on purchasing decisions. (3) Brand trust has a positive and significant effect on purchasing decisions. (4) Lifestyle has a positive and significant effect on purchasing decisions. (5) Simultaneously all independent variables have a significant influence on purchasing decisions for Erigo products. According to the Islamic view, celebrity endorsers, product quality, brand trust, and lifestyle of Erigo products are in accordance with Islamic principles.

**Keywords: Celebrity Endorser Credibility, Product Quality, Brand Trust, Lifestyle**