

ABSTRAK

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Pengaruh Citra Merek, Kualitas Produk, *E-Service Quality* dan *Celebrity Endorser* Terhadap Keputusan Pembelian Produk Scarlett Whitening Pada *E-Commerce* Shopee Di Wilayah DKI Jakarta Serta Tinjauannya Dari Sudut Pandang Islam

103 halaman + xvi halaman + 30 tabel + 4 gambar + 11 lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk, *e-service quality* dan *celebrity endorser* terhadap keputusan pembelian produk scarlett whitening serta tinjauannya dari sudut pandang islam (studi kasus pada konsumen scarlett whitening *e-commerce* shopee di wilayah dki jakarta). Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling* dengan sampel sejumlah 120 responden. Data dikumpulkan dengan menggunakan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis regresi, uji t (parsial). Hasil penelitian menunjukkan bahwa: (1) Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening. (2) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening. (3) *E-service quality* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening. (4) *Celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening. (5) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap keputusan pembelian produk Scarlett Whitening. Keempat variabel independen yaitu Citra Merek, Kualitas Produk, *E-Service Quality* dan *Celebrity Endorser* dari produk Scarlett Whitening sesuai menurut pandangan Islam sedangkan variabel dependen yaitu Keputusan Pembelian dari produk Scarlett Whitening telah sesuai menurut pandangan Islam.

Kata Kunci : Citra Merek, Kualitas Produk, *E-Service Quality*, *Celebrity Endorser*, dan Keputusan Pembelian

ABSTRACT

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Influence of Brand Image, Product Quality, E-Service Quality and Celebrity Endorser on Purchase Decisions for Scarlett Whitening Products at Shopee E-Commerce in the DKI Jakarta Region and its Review from an Islamic Perspective.

103 pages + xvi pages + 30 tables + 4 pictures + 11 attachments

This study aims to determine the effect of brand image, product quality, e-service quality and celebrity endorser on purchasing decisions for Scarlett Whitening products and their review from an Islamic point of view (a case study on consumers of Scarlett Whitening e-commerce shopee in the DKI Jakarta area). The sampling technique used is purposive sampling with a sample of 120 respondents. Data were collected using a questionnaire instrument. The data analysis method used is regression analysis, t test (partial). The results showed that: (1) Brand Image had a positive and significant effect on purchasing decisions for Scarlett Whitening products. (2) Product quality has a positive and significant effect on purchasing decisions for Scarlett Whitening products. (3) E-service quality has a positive and significant effect on purchasing decisions for Scarlett Whitening products. (4) Celebrity endorsers have a positive and significant effect on purchasing decisions for Scarlett Whitening products. (5) Simultaneously all independent variables have a significant influence on purchasing decisions for Scarlett Whitening products. The four independent variables, namely Brand Image, Product Quality, E-Service Quality and Celebrity Endorser of the Scarlett Whitening product, are in accordance with the Islamic view, while the dependent variable, namely the Purchase Decision of the Scarlett Whitening product, is in accordance with the Islamic view.

Keywords: Brand Image, Product Quality, E-Service Quality, Celebrity Endorser, and Purchase Decision