

ABSTRAK

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Pengaruh Citra Merek, Kualitas Produk, Harga dan *Perceived Value* Terhadap Keputusan Pembelian Pada Produk Susu Bear Brand Serta Tinjauannya Dari Sudut Pandang Islam

(147 halaman + xiii halaman + tabel + gambar + lampiran)

Uraian Abstrak

Tujuan penelitian ini adalah untuk menganalisis Pengaruh Citra Merek, Kualitas Produk, Harga dan *Perceived Value* Terhadap Keputusan Pembelian Pada Produk Susu Bear Brand Serta Tinjauannya Dari Sudut Pandang Islam. Populasi dalam penelitian ini adalah konsumen susu Bear Brand di DKI Jakarta dengan jumlah sampel penelitian sebanyak 110 responden. Data dikumpulkan menggunakan kuesioner. Analisis data menggunakan Metode *Partial Least Square Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa: (1) Citra Merek secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) Kualitas Produk secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) Harga secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) *Perceived Value* secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (5) Citra Merek, Kualitas Produk, Harga dan *Perceived Value* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian dan sudah sesuai dengan ajaran Islam serta memiliki keterkaitan satu sama lain dalam pandangan Islam.

Kata Kunci: Citra Merek, Kualitas Produk, Harga, *Perceived Value*, Keputusan Pembelian

ABSTRACT

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The Influence of Brand Image, Product Quality, Price and Perceived Value on Purchase Decisions on Bear Brand Dairy Products and The Review From the Point of View of Islam

(147 page +xiii page + table + image + attachment)

Abstract

Description

The purpose of this study was to analyze the effect of Brand Image, Product Quality, Price and Perceived Value on Purchase Decisions on liquid milk products in ready to drink packaging with the Bear Brand brand and their review from an Islamic point of view. The population in this research is Bear Brand milk consumers in DKI Jakarta with a total sample of 110 respondents. Data were collected using a questionnaire. Data analysis using Partial Least Square Structural Equation Modeling Method. The results of the study show that: (1) Brand Image partially has a positive and significant effect on Purchase Decisions. (2) Product quality partially has a positive and significant effect on purchasing decisions. (3) Price partially has a positive and significant effect on Purchase Decisions. (4) Perceived Value partially has a positive and significant effect on Purchase Decisions. (5) Brand Image, Product Quality, Price and Perceived Value simultan simultaneously have a positive and significant effect on Purchase Decisions and are in accordance with Islamic teachings and have a relationship with each other in the view of Islam.

Keywords: *Brand Image, Product Quality, Price, Perceived Value, Purchase*

Decision