

ABSTRAK

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Pengaruh *Korean Wave*, Citra Merek, Kepercayaan Merek, Kualitas Pelayanan, dan Harga Terhadap Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Konsumen Mujigae Summarecon Mall Bekasi)

114 halaman, 20 tabel, 2 gambar, dan 4 lampiran

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *korean wave*, citra merek, kepercayaan merek, kualitas pelayanan, dan harga terhadap keputusan pembelian pada konsumen mujigae Summarecon Mall Bekasi serta tinjauannya dari sudut pandang islam Sampel yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli konsumen mujigae Summarecon Mall Bekasi minimal 1 kali yang berjumlah 100 orang. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa (1) *korean wave* berpengaruh positif dan signifikan terhadap keputusan pembelian (2) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian (3) kepercayaan merek berpengaruh positif dan tidak signifikan terhadap *keputusan pembelian* (4) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian (6) harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Dalam syari'at Islam mujiga telah menerapkan prinsip Syariah Islam yaitu produk berbahan halal sudah bersertifikat halal mui. Meningkatkan citra dengan cara jujur, dengan mengandalkan produk yang baik bagi konsumen.

Kata kunci : *Korean Wave*, Citra Merek, Kepercayaan Merek, Kualitas Pelayanan, Harga dan Keputusan Pembelian

ABSTRACT

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The Influence of Korean Wave, Brand Image, Brand Trust, Service Quality, and Price on Purchase Decisions and Their Review from an Islamic Perspective (Case Study Consumers of Mujigae Summarecon Mall Bekasi)

114 pages, 20 tables, 2 picture, and 4 attachments

ABSTRAK

This study was conducted with the aim of knowing the influence of the Korean wave, brand image, brand trust, service quality, and price on purchasing decisions of consumers of Mujigae Summarecon Mall Bekasi and their understanding from an Islamic point of view. The sample used in this study were consumers who had bought mujigae consumers. Summarecon Mall Bekasi at least 1 time. Sample are 100 respondents with purposive sampling techniques. Methods of data collection using a questionnaire. Analysis of the data used is the analysis of Partial Least Square Structural Equation Modeling. The results show that (1) Korean wave has a positive and significant effect on purchasing decisions (2) brand image has a positive and significant effect on purchasing decisions (3) brand trust has a positive and insignificant effect on purchasing decisions (4) service quality has a positive and significant effect on purchasing decisions (6) the price has a positive and significant effect on purchasing decisions. In Islamic Shari'a, Mujiga has applied the principles of Islamic Sharia, namely products made from halal products have been certified halal mui. Raising the image in an honest way, by relying on products that are good for consumers

Keywords: Korean Wave, Brand Image, Brand Trust, Service Quality, and Price on Purchase Decision.