

## ABSTRAK

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**Pengaruh Kualitas Produk, Citra Merek, Harga dan Promosi Terhadap Keputusan Pembelian Produk Nu Green Tea Dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas YARSI Angkatan 2020).**

### Abstrak

Tujuan penelitian ini untuk menganalisis pengaruh kualitas produk, citra merek, harga dan promosi terhadap keputusan pembelian pada produk Nu Green Tea. Populasi dalam penelitian ini adalah mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas YARSI angkatan 2020. Data dikumpulkan dengan menggunakan kuesioner. Jumlah responden pada penelitian ini sebanyak 83 mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas YARSI angkatan 2020. Metode analisis data yang digunakan metode *Partial Last Square Structural Equation Modeling (PLS-SEM)*. Teknik pengambilan sampel menggunakan *non-probability* sampling dengan teknik purposive sampling melalui penyebaran kuesioner. Hasil penelitian menunjukkan bahwa : (1) secara parsial Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) secara parsial Citra Merek berpengaruh positif terhadap Keputusan Pembelian. (3) secara parsial Harga berpengaruh positif dan tidak signifikan terhadap Keputusan Pembelian. (4) secara parsial Promosi berpengaruh positif dan tidak signifikan terhadap Keputusan Pembelian. (5) secara simultan variabel Kualitas Produk, Citra Merek, Harga dan Promosi berpengaruh positif terhadap Keputusan Pembelian.

Dalam tinjauan Islam menjelaskan bahwa Kualitas produk, Citra Merek, Harga dan Promosi perlu direrapkan dan dimiliki oleh suatu perusahaan yang disesuaikan dengan nilai-nilai yang ada di Al-Qur'an dan Hadits terhadap Keputusan Pembelian. Dimana setiap produk diharuskan menggunakan sumber yang halal sesuai dengan Firman Allah SWT.

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

## **ABSTRACT**

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***The Effect of Product Quality, Brand Image, Price and Promotion on Nu Green Tea Product Purchase Decisions and their Review from an Islamic Perspective (Study on Students of the Faculty of Economics and Business, YARSI University Class of 2020).***

### ***Abstract***

*The purpose of this research is to analyze the effect of product quality, brand image, price and promotion on purchasing decisions on Nu Green Tea products. The population in this study were students of the Faculty of Economics and Business, YARSI University batch 2020. Data were collected using a questionnaire. The number of respondents in this study was 83 students of the Faculty of Economics and Business, YARSI University batch 2020. The data analysis method used was the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The sampling technique used was non-probability sampling with purposive sampling technique through distributing questionnaires. The results showed that: (1) partially product quality had a positive and significant effect on purchasing decisions. (2) partially brand image has a positive effect on purchasing decisions. (3) partially the price has a positive and not significant effect on purchasing decisions. (4) partially promotion has a positive and insignificant effect on purchasing decisions. (5) simultaneously variable Product Quality, Brand Image, Price and Promotion have a positive effect on Purchase Decision.*

*In the Islamic review, it is explained that product quality, brand image, price and promotion need to be implemented and owned by a company that is adjusted to the values contained in the Qur'an and Hadith on purchasing decisions. Where every product is required to use halal sources in accordance with the Word of Allah SWT*

***Keywords: Product Quality, Brand Image, Price, Promotion, Purchase Decision***