

ABSTRAK

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Pengaruh Citra Merek dan Gaya Hidup Hedonisme Terhadap Keputusan Pembelian Starbucks Coffee Dengan Minat Beli Sebagai Variabel Intervening Di Tinjau Dalam Perspektif Islam (Studi Kasus Pada Konsumen DKI Jakarta)

Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Merek Dan Gaya Hedonisme Terhadap Keputusan Pembelian Starbucks *coffee* Dengan Minat Beli Sebagai Variabel Intervening Di Tinjau Dalam Perspektif Islam (Studi Kasus Pada Konsumen DKI Jakarta). Sampel dalam penelitian adalah 96 responden laki-laki dan perempuan di DKI Jakarta yang pernah membeli dan mengonsumsi Starbucks *coffee*. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis Partial Last Square Structural Equation Modeling (PLS-SEM).

Hasil penelitian menunjukkan bahwa (1) citra merek tidak berpengaruh terhadap keputusan pembelian (2) gaya hidup hedonisme berpengaruh positif dan signifikan terhadap keputusan pembelian (3) citra merek berpengaruh positif dan signifikan terhadap minat beli (4) gaya hidup hedonisme berpengaruh positif dan signifikan terhadap minat beli (5) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian (6) minat beli tidak dapat memediasi citra merek terhadap keputusan pembelian (7) minat beli tidak dapat memediasi gaya hidup hedonisme terhadap keputusan pembelian.

Dalam perspektif Islam apabila ingin meningkatkan keputusan pembelian, hal yang dilakukan Starbucks *coffee* yaitu menerapkan citra merek, gaya hidup hedonisme, dan minat beli yang baik serta harus sesuai dengan prinsip-prinsip Islam agar dapat keuntungan dan keberkahan.

Kata kunci : Citra Merek, Gaya Hidup Hedonisme, Keputusan Pembelian, Minat Beli, Islam.

ABSTRACT

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The Influence of Brand Image and Hedonism Lifestyle on Starbucks Coffee Purchase Decisions with Purchase Intentions as Intervening Variables Reviewed from an Islamic Perspective (Case Study on Consumers in DKI Jakarta)

Abstract

This study aims to determine the effect of brand image and hedonism style on purchasing decisions for Starbucks coffee with purchase intention as an intervening variable reviewed from an Islamic perspective (a case study on consumers in DKI Jakarta). The sample in this study were 96 male and female respondents in DKI Jakarta who had bought and consumed Starbucks coffee. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Last Square Structural Equation Modeling (PLS-SEM) analysis.

The results showed that (1) brand image has no effect on purchasing decisions (2) hedonistic lifestyle has a positive and significant effect on purchasing decisions (3) brand image has a positive and significant effect on buying interest (4) hedonistic lifestyle has a positive and significant effect on purchasing decisions. significant effect on buying interest (5) buying interest has a positive and significant effect on purchasing decisions (6) buying interest cannot mediate brand image on purchasing decisions (7) buying interest cannot mediate a hedonistic lifestyle on purchasing decisions.

In an Islamic perspective, if you want to improve purchasing decisions, what Starbucks coffee does is apply a good brand image, hedonistic lifestyle, and buying interest and must comply with Islamic principles in order to get profits and blessings.

Keywords: Brand Image, Hedonism Lifestyle, Purchase Decision, Buying Interest, Islam.