

ABSTRAK

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Pengaruh Harga Terhadap Keputusan Pembelian Melalui Citra Merek Sebagai Mediasi Pada Sepatu Adidas Pada Komunitas Pecinta Adidas Trefoil Jakarta. (Studi Kasus Pada Komunitas Pecinta Adidas Trefoil Jakarta)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga terhadap keputusan pembelian dan dimediasi citra merek sepatu Adidas serta tinjauannya dari sudut pandang Islam. Populasi dari penelitian adalah komunitas Trefoil Jakarta. Sampel dalam penelitian ini adalah para anggota komunitas Trefoil Jakarta dengan jumlah 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*. Dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis jalur (*path analysis*) melalui program *SPSS 18 for Windows*. Hasil penelitian menunjukkan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap citra merek. Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek tidak memediasi pengaruh harga terhadap keputusan pembelian. Menurut sudut pandang Islam harga, keputusan pembelian dan citra merek pada sepatu Adidas sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Harga, Keputusan Pembelian, Citra Merek

ABSTRACT

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The Influence of Price on Purchase Decisions by Brand Image as a Mediation of Adidas Shoes in the Adidas Trefoil Lovers Community, Jakarta. (Case Study at Adidas Trefoil Jakarta Lovers Community)

Abstract description

This research aims to determine the effect of price on purchasing decisions and to mediate the image of the shoe brand Adidas and its assessment from an Islamic point of view. The population of this study is the Trefoil Jakarta community. The sample in this study were members of the Trefoil Jakarta community with a total of 100 respondents. The sampling technique uses a sampling method with no probability. With a targeted sampling technique by means of the distribution of questionnaires. The data analysis method was performed using path analysis through the program SPSS 18 for Windows. The results showed that the price had a positive and significant effect on purchasing decisions. Price has a positive and significant effect on the brand image. Brand image has a positive and significant effect on purchasing decisions. Brand image does not mediate the effect of price on purchasing decisions. From an Islamic point of view of price, purchase decisions and brand image on Adidas shoes have been carried out according to Islamic principles.

Keywords: Price, Purchase Decision, Brand Image