

## ABSTRAK

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**Pengaruh Ekuitas Merek dan Harga terhadap Keputusan Pembelian *Smartphone* Samsung dengan Minat Beli sebagai variabel mediasi (Studi kasus pada Masyarakat Kecamatan Pulogadung Jakarta Timur)**

117 halaman + xiii halaman + 18 tabel + 5 gambar dan 3 lampiran

## ABSTRAK

Penelitian ini dilakukan bertujuan untuk menganalisis Ekuita Merek dan Harga terhadap Keputusan Pembelian *Smartphone* Samsung dengan Minat Beli sebagai variabel mediasi serta Tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini adalah Masyarakat Kecamatan Pulogadung Jakarta Timur yang memiliki pengalaman menggunakan *Smartphone* Samsung. Teknik pengambilan sampel menggunakan rumus *Lemeshow*. Jumlah sampel pada penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan kuisisioner. Metode analisis data yang digunakan dalam penelitian ini yaitu Metode *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) Ekuitas Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian (2) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian (3) Ekuitas Merek berpengaruh positif dan signifikan terhadap Minat Beli (4) Harga berpengaruh positif dan signifikan terhadap Minat Beli (5) Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian (6) Ekuitas Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui mediasi Minat Beli (7) Harga berpengaruh negatif dan tidak signifikan terhadap Keputusan Pembelian melalui mediasi Minat Beli. Didalam melakukan kegiatan Ekonomi, Islam mengajarkan kita untuk membangun Ekuitas Merek suatu produk atau Perusahaan dengan jalan perdagangan yang berkualitas, jujur dan adil. Selain itu, islam juga mengajarkan kepada setiap pelaku ekonomi untuk menetapkan harga suatu produk secara adil, yaitu ketika terjadinya keselarasan antara manfaat produk yang didapat dengan sejumlah harta yang telah dikeluarkan. Dalam hal ini, Vendor *Smartphone* Samsung telah menerapkan prinsip-prinsip tersebut kedalam bisnisnya sehingga mampu meningkatkan daya minat beli konsumen.

**Kata Kunci : Ekuitas Merek, Harga, Minat Beli. Keputusan Pembelian.**

## **ABSTRACT**

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*The Influence of Brand Equity and Price on Purchase Decisions for Samsung Smartphones with Purchase Intentions as a mediating variable (Case Study on the community of pulogadung sub-district, East JAKARTA)*

*117 pages + xiii pages + 18 tables + 5 pictures + 3 attachments*

### **Abstract**

This study aims to analyze Brand Equity and Price on Samsung Smartphone Purchase Decisions with Purchase Intention as a mediating variable and its review from an Islamic point of view. The population in this study is the people of Pulogadung District, East Jakarta who have experience using Samsung Smartphones. The sampling technique used the Lemeshow formula. The number of samples in this study were 100 respondents. Data were collected using a questionnaire. The data analysis method used in this study is the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that (1) Brand Equity had a positive and significant effect on Purchase Decisions (2) Price had a positive and significant effect on Purchase Decisions (3) Brand Equity had a positive and significant effect on Purchase Intention (4) Price had a positive and significant effect on Purchase Intention (5) Purchase Interest has a positive and significant effect on Purchase Decisions (6) Brand Equity has a positive and significant effect on Purchase Decisions through the mediation of Buying Interest (7) Price has a negative and insignificant effect on Purchase Decisions through the mediation of Buying Interest. In carrying out economic activities, Islam teaches us to build Brand Equity of a product or company by means of quality, honest and fair trade. In addition, Islam also teaches every economic actor to set the price of a product fairly, namely when there is an alignment between the benefits of the product and the amount of property that has been spent. In this case, the Samsung Smartphone Vendor has implemented these principles into its business so as to increase consumer buying interest.

**Keywords: Brand Equity, Price, Purchase Intention. Purchase Decision.**