

## ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S1- Manajemen 2020

**Annisha Irma Nurmala**

**120.2016.017**

**Pengaruh Gaya Hidup, Citra Merek, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Uniqlo Serta Tinjauannya Dari Sudut Pandang Islam (Studi Pada Mahasiswa/I Fakultas Ekonomi dan Bisnis Universitas YARSI Prodi Manajemen 2016).**

129 halaman + xviii halaman + 24 tabel + 4 gambar + 3 lampiran

### **Uraian Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh Gaya Hidup, Citra Merek, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Uniqlo serta tinjauannya dari sudut pandang islam. Populasi penelitian ini adalah mahasiswa/i Fakultas Ekonomi dan Bisnis Prodi Manajemen 2016 Universitas YARSI. Sampel dalam penelitian ini sebanyak 65 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan Teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial), uji F (simultan) dan koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) Gaya hidup, citra merek, dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian. Menurut pandangan Islam, gaya hidup, citra merek dan kualitas produk pada produk Uniqlo sudah dilakukan sesuai dengan pronsip-prinsip Islam.

**Kata Kunci:** Gaya Hidup, Citra Merek, Kualitas Produk, Keputusan Pembelian.

## ABSTRACT

Faculty of Economics dan Busniess

Bachelor of Management Study Program

2020

**Annisha Irma Nurmala**

**120.2016.017**

**The Effect of Lifestyle, Brand Image, and Product Quality on Buying Decision on Product Uniqlo and Overview From Islamic Angle ( Study of YARSI Univerity's Faculty Economics and Business Students Management 2016 Study Program)**

129 pages + xviii pages + 24 tables + 4 pictures + 3 attachments

### **Abstract Description**

*This study aims to determine the effect of lifestyle, brand image, and product quality on Product Uniqlo and its review from an Islamic perspective. The study population was YARSI University's Faculty of Economics and Business Students 2016 Management Study Program. The sample in this study were 65 respondents. The sampling technique uses a non probability sampling method, with a purposive sampling technique through questionnaires. The data analysis method used is multiple regression analysis, t test (pastial), F test (simultaneous) and the coefficient of determination. The results showed that: (1) Lifestyle had a positive and significant effect on buying desicion, (2) Brand image had a positive and significant effect on buying decision, (3) Product quality had a positive and significant effect on buying decision, (4) Lifestyle, brand image and product quality had a significant effect on buying decision. According to the Islamic view, lifestyle, brand image, and product quality, and buying decision on product Uniqlo has been carried out in accordance with Islamic principles.*

**Keywords: Lifestyle, Brand Image, Product Quality, Buying Decision.**