

ABSTRAK

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Pengaruh Inovasi Produk, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pada Produk Kosmetik Bedak Muka Padat Wardah Serta Ditinjau Dari Sudut Pandang Islam (Studi Pada Mahasiswi Universitas Yarsi Angkatan 2016)”

Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh inovasi produk, kualitas produk dan promosi terhadap keputusan pembelian. Penelitian didesain sebagai *explanatory research*. Populasi dalam penelitian ini adalah Mahasiswi Universitas YARSI Angkatan 2016 dengan jumlah sampel 200 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian analisis statistic deskriptif (uji validitas dan reliabilitas), analisis regresi linier berganda, uji asumsi klasik, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji statistik (uji t dan uji f). berdasarkan hasil penelitian dapat disimpulkan bahwa : (1) secara parsial inovasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) secara parsial kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) secara parsial promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) secara simultan inovasi produk, kualitas produk dan promosi memiliki pengaruh signifikan terhadap keputusan pembelian, (5) menurut pandangan Islam inovasi produk, kualitas produk, promosi dan keputusan pembelian pada kosmetik bedak muka padat Wardah sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Keputusan Pembelian, Inovasi Produk, Kualitas Produk, Promosi

ABSTRACT

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The influence of product innovation, product quality and promotsizion on purchasing decisions on Wardah solid face powder cosmetic product and the overview form an Islamic point of view(study on YARSI University student batch 2016).

Abstract

This study aims to determine the effect of product innovation, product quality, promotion on purchasing decisions. The studt was designed as explanatory research. The population in this study were YARSI University students class of 2016 with a sample size 200 respondents. The sampling technique uses non probability sampling method with purposive techtiomnique throught distributing questionnaires. The data analysis method was carried out by teasting descriptive statistical analysis (validity and reliability test), multiple linier regression analysis, classical assumpoint test, normality test, multicolling test, heteroscedasticity test, statistical test (t test and f uji). Based on the research results it can be concluded that. (1) partially product innovation has a positive and significant effect on purchasing decisions, (2) partially product quality has a positive and significant effect on purchasing decisions, (3) partially promotion has a positive and significant effect on purchasing decisions, (4) simultaneously product innovation, product quality and promotion have a significant influence on purchasing decisions, (5) according to the Islamic view, product innovation, product quality, promotion and purchase decisions on Wardah compact face powder cosmetics have been carried out in accordance with Islamic principles

Keywords : purchase decisions, product innovastion, product quality, promotion