

ABSTRAK

**Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen**

2022

Hikmah Rokhaeni

120.2018.051

Pengaruh Kualitas Produk, Harga, Promosi Dan Citra Merek Terhadap Keputusan Pembelian Produk Lipstik Pixy Serta Tinjauannya Dalam Perspektif Islam (Studi Pada Konsumen Lipstik Pixy DiKabupaten Karawang)

108 halaman + xiv halaman + 21 tabel + 3 gambar dan 2 lampiran

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Kualitas Produk, Harga, Promosi Dan Citra Merek Terhadap Keputusan Pembelian Produk Lipstik Pixy Serta Tinjauannya Dalam Perspektif Islam (Studi Pada Konsumen Lipstik Pixy DiKabupaten Karawang), jumlah responden dalam penelitian ini sebanyak 100 orang. Teknik pengambilan sampel yang digunakan yaitu *Purposive sampling* melalui penyebaran kuesioner. Metode analisis data yang digunakan yaitu analisis deskriptif dan analisis persamaan regresi linier berganda. Hasil penelitian menunjukkan bahwa : (1) secara parsial Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) secara parsial Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) secara parsial Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) secara parsial Citra Merek berpengaruh negatif dan tidak signifikan terhadap Keputusan Pembelian. (5) secara simultan variabel Kualitas Produk, Harga, Promosi Dan Citra Merek berpengaruh signifikan Terhadap Keputusan Pembelian. (6) Dalam perspektif Islam, produk lipstik pixy telah menerapkan prinsip ekonomi islam yaitu produk yang dihasilkan berkualitas baik serta halal, harga yang ditawarkan sesuai dengan kualitas produk, promosi yang dilakukan tidak ada unsur penipuan, citra merek yang dibangun sudah baik tidak ada unsur menzhalimi pembeli.

Kata kunci : Kualitas Produk, Harga, Promosi, Citra Merek, Keputusan Pembelian

ABSTRACT

Faculty of Economics and Business

S-1 Management Study Program

2022

Hikmah Rokhaeni

120.2018.051

The Influence of Product Quality, Price, Promotion and Brand Image on Purchase Decisions for Pixy Lipstick Products and Their Review from an Islamic Perspective (Study on Pixy Lipstick Consumers in Karawang Regency)

108 pages + xiv pages + 21 tables + 3 pictures and 2 attachments

Abstract

This study aims to determine and analyze, The Influence of Product Quality, Price, Promotion and Brand Image on Purchase Decisions for Pixy Lipstick Products and Their Review from an Islamic Perspective (Study on Pixy Lipstick Consumers in Karawang Regency) the number of respondents in this study was 100 people. The sampling technique used is purposive sampling through distributing questionnaires. The data analysis method used is descriptive analysis and multiple linear regression equation analysis. The results showed that: (1) partially product quality had a positive and significant effect on purchasing decisions. (2) partially the price has a positive and significant effect on purchasing decisions. (3) partially promotion has a positive and significant effect on purchasing decisions. (4) partially Brand Image has a negative and not significant effect on purchasing decisions. (5) Simultaneously, the variables of product quality, price, promotion and brand image have a significant effect on purchasing decisions. (6) In an Islamic perspective, pixy lipstick products have implemented Islamic economic principles, namely the products produced are of good quality and halal, the prices offered are in accordance with the quality of the product, the promotion is carried out without any element of fraud, the brand image that is built is good, there is no element of oppression buyer

Keywords: *Product Quality, Price, Promotion, Brand Image, Purchase Decision*