

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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Pengaruh Citra Merek, Persepsi Kualitas, dan Gaya Hidup terhadap Minat Beli Iphone Serta Tinjauannya Dari Sudut Pandang Islam (Studi kasus pada Mahasiswa Universitas Yarsi)

131 halaman + xvi halaman + 22 tabel + 3 gambar + 8 lampiran

ABSTRAK

Tujuan dari penelitian ini ialah untuk mengetahui pengaruh Citra Merek, Persepsi Kualitas, dan Gaya Hidup terhadap Minat Beli Iphone Studi kasus pada Mahasiswa Universitas Yarsi. Populasi dalam penelitian ini adalah Mahasiswa Universitas Yarsi. Teknik pengambilan sample yang digunakan adalah *purposive sampling* dan jumlah dari responden sebanyak 100 orang. Ukuran sampel dalam penelitian ini sebanyak 100 responden. Metode analisis data yang digunakan yaitu analisis linear berganda, uji T (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) Citra Merek berpengaruh positif dan signifikat terhadap Minat Beli. (2) Persepsi Kualitas berpengaruh positif dan signifikat terhadap Minat Beli.(3) Gaya Hidup memiliki pengaruh yang positif namun tidak signifikan terhadap Minat Beli. (4) Secara simultan Citra Merek, Persepsi Kualitas, dan Gaya Hidup berpengaruh signifikan terhadap Minat Beli Iphone di kalangan Mahasiswa Universitas Yarsi.

Ditinjau dari sudut pandang Islam, dalam Citra Merek, Persepsi Kualitas, dan Gaya Hidup terhadap Minat Beli Iphone. Bahwa Konsumi dalam ekonomi Islam merupakan kumpulan perilaku yang menggambarkan hubungan antara barang dan jasa, dan Allah SWT mengajarkan untuk menggunakan sesuatu sebaik mungkin untuk manfaatnya, tidak berlebih-lebihan dan berpola hidup sederhana.

Kata Kunci:Citra Merek, Persepsi Kualitas, dan Gaya Hidup terhadap Minat Beli.

ABSTRACT

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The Influence of Brand Image, Perceptions of Quality, and Lifestyle on Purchasing Intention on Iphone and Its Quality from an Islamic Point of View (Case Study of Yarsi University Students)

131 pages + xvi pages + 22 tables + 3 pictures + 8 attachments

ABSTRACT

The purpose of this study was to determine the effect of Brand Image, Perceptions of Quality, and Lifestyle on Buying Interest in Iphone Case studies at Yarsi University Students. The population in this study were Yarsi University students. The sampling technique used was purposive sampling and the number of respondents was 100 people. The sample size in this study were 100 respondents. Data were collected by distributing questionnaires. The data analysis method used is multiple linear analysis, T test (partial) and F test (simultaneous). The results showed that: (1) Brand Image has a positive and significant effect on Buying Interest. (2) Perception of quality has a positive and significant effect on buying interest. (3) Lifestyle has a positive but insignificant effect on Buying Interest. (4) Simultaneously, Brand Image, Perception of Quality, and Lifestyle have a significant effect on Purchasing Intention on Iphone among Yarsi University Students.

Viewed from an Islamic point of view, in Brand Image, Perception of Quality, and Lifestyle of Purchasing Interest in Iphone. That Konsumi in Islamic economics is a collection of behaviors that describe the relationship between goods and services, and Allah SWT teaches us to use something as best as possible for its benefits, not exaggeration and a simple lifestyle.

Keywords: *Brand Image, Perception of Quality, and Lifestyle on Purchase Intention.*