

ABSTRAK

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Pengaruh Kualitas Produk, Promosi, Harga dan Citra Merek Terhadap Keputusan Pembelian Produk Sepatu Converse Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Yarsi).

132 Halaman + xv Halaman + 24 Tabel + 3 Gambar + 2 Lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, promosi, harga dan citra merek terhadap keputusan pembelian serta tinjauannya dalam sudut pandang Islam pada produk sepatu Converse. Teknik pengambilan sampel yang digunakan adalah dengan *purposive sampling* yang terdapat di *Non-Probability Sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Metode analisis data yang digunakan yaitu analisis regresi berganda dengan Uji t dan Uji F. Hasil penelitian menunjukkan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Secara simultan seluruh variabel berpengaruh positif dan signifikan terhadap keputusan pembelian. Menurut sudut pandang Islam, bahwa kegiatan yang dilakukan berkaitan dengan kualitas produk, promosi, harga dan citra merek terhadap keputusan pembelian menunjukkan bahwa kegiatan tersebut diperbolehkan namun harus sesuai dengan syari'at dan ketentuan-ketentuan Islam.

Kata Kunci: kualitas produk, promosi, harga, citra merek dan keputusan pembelian

ABSTRACT

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The Influence of Product Quality, Promotions, Price, and Brand Image on Purchasing Decisions of Converse Shoes Products and its Review from Islamic Perspective (Case Study on Yarsi University Faculty of Economics and Business Students)

13 Pages + xv Pages + 24 Tables + 3 Pictures + 2 Attachments

ABSTRACT

*This Study was to determine the effect of Product Quality, Promotions, Price, and Brand Image on Purchasing Decisions and their view from Islamic perspective of Converse Shoes Products. The sampling technique used was purposive sampling found in Non-Probability Sampling. The number of samples used in this study were 100 respondents. Data analysis method used is multiple regression analysis with *t* test (partial) and *F* test (simultaneous). The results show that: (1) Product Quality has a positive and significant relation on Purchasing Decisions. (2) Promotions has a positive and significant effect on Purchasing Decisions. (3) Price has a positive and significant effect on Purchasing Decisions. (4) Brand Image has a positive and significant effect on Purchasing Decisions. (5) simultaneously all independent variables have a positive and significant effect on Purchasing Decisions. From an Islamic point of view, the activities carried out in connection with Product Quality, Promotions, Price, and Brand Image of Purchasing Decisions indicate that these activities are permissible but must be in accordance with Islamic shariah and provisions.*

Keyword: Product Quality, Promotions, Price, Brand Image and Purchasing Decisions