

ABSTRAK

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Pengaruh Kualitas Produk, Promosi, Dan Citra Merek Terhadap Keputusan Pembelian Sepatu Sneakers Vans dan Tinjauannya Menurut Sudut Pandang Islam (Studi Pada Konsumen Produk Sepatu Sneakers Vans Di Wilayah Dki Jakarta)

138 + xiii halaman, 22 tabel, 4 gambar, dan 2 lampiran

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh kualitas produk, promosi, dan citra merek terhadap keputusan pembelian sepatu *sneakers* Vans dan tinjauannya menurut sudut pandang Islam. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 orang. Responden yang digunakan dalam penelitian ini adalah masyarakat DKI Jakarta yang pernah membeli dan menggunakan sepatu Vans. Metode pengumpulan data menggunakan kuesioner dan analisis data menggunakan analisis regresi linier berganda, uji t dan uji F, Hasil penelitian menunjukkan bahwa: (1) secara parsial kualitas produk berpengaruh dan signifikan terhadap keputusan pembelian. (2) secara parsial promosi berpengaruh dan signifikan terhadap keputusan pembelian. (3) secara parsial citra merek berpengaruh dan signifikan terhadap keputusan. (4) kualitas produk, promosi dan citra merek secara simultan berpengaruh dan signifikan terhadap keputusan pembelian. (5) Produk sepatu Vans telah menerapkan prinsip-prinsip sesuai dengan syariat Islam dengan kualitas produk yang halal dan baik, di promosikan dengan etika yang baik dan tidak melakukan jual beli secara gharar.

Kata Kunci: Kualitas Produk, Promosi, Citra Merek dan Keputusan Pembelian.

ABSTRACT

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The Influence of Product Quality, Promotion, and Brand Image on the Purchase Decision of Vans Sneakers and Its Review from an Islamic Perspective (Study on Consumers of Vans Sneakers in the DKI Jakarta Region)

138+ xiii pages, 22 tables, 4 images and 2 appendixes

ABSTRACT

This research was conducted with the aim of knowing the effect of product quality, promotion, and brand image on the decision to purchase Vans sneakers and their review from an Islamic point of view. The number of samples used in this study was 100 people. Respondents used in this study were people of DKI Jakarta who had bought and used Vans shoes. Methods of collecting data using questionnaires and data analysis using multiple linear regression analysis, t-test, and F test. The results showed that: (1) partially product quality had a positive and significant effect on purchasing decisions. (2) partially promotion has a positive and significant effect on purchasing decisions. (3) partially brand image has a positive and significant effect on decisions. (4) product quality, promotion and brand image simultaneously has a positive and significant effect on purchasing decisions. (5) Vans shoe products have implemented principles in accordance with Islamic law with halal and good product quality, promoted with good ethics and not buying and selling in a gharar way.

Keywords: *Product Quality, Promotion, Brand Image and Purchase Decision.*