

ABSTRAK

**Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2022**

Indah Sari

1202018348

Pengaruh Citra Merek, Promosi, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Mie Sedaap Instan Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Pada Mahasiswa/I Fakultas Ekonomi Dan Bisnis Universitas Yarsi)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, promosi, harga, dan kualitas produk terhadap keputusan pembelian mie Sedaap instan serta tinjauannya dalam sudut pandang Islam. Sampel dalam penelitian ini adalah Mahasiswa/I fakultas ekonomi dan bisnis Universitas YARSI dengan jumlah 120 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian instrument penelitian (uji validitas dan uji reliabilitas), analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda dan uji hipotesis melalui program *SPSS*. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) citra merek 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) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap keputusan pembelian. Menurut sudut pandang Islam, bahwa kegiatan yang dilakukan berkaitan dengan Citra Merek, Promosi, Harga dan Kualitas Produk terhadap Keputusan Pembelian menunjukkan bahwa kegiatan tersebut diperbolehkan namun harus sesuai dengan syari'at dan ketentuan-ketentuan Islam.

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

ABSTRACT

*Faculty of Economics and Business
Study Program S-1 Management
2022*

Indah Sari

1202018348

The Influence of Brand Image, Promotion, Price, and Product Quality on the Decision to Purchase Instant Noodles and Their Review from an Islamic Perspective (Case Study on Students of the Faculty of Economics and Business Yarsi University)

Abstract Description

This study aims to determine the effect of brand image, promotion, price, and product quality on purchasing decisions for instant noodles and their review from an Islamic point of view. The sample in this study were students of the Faculty of Economics and Business, YARSI University with a total of 120 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through the distribution of questionnaires. The method of data analysis was carried out by testing research instruments (validity and reliability tests), descriptive analysis, classical assumption testing, multiple linear regression analysis and hypothesis testing through the SPSS program. Based on the results of the study concluded: (1) brand image has a positive and significant effect on purchasing decisions. (2) promotion has a positive and significant effect on purchasing decisions. (3) price has a positive and significant effect on purchasing decisions. (4) product quality has a positive and significant effect on purchasing decisions. (5) Simultaneously all independent variables have a significant influence on purchasing decisions. According to the Islamic point of view, that the activities carried out related to Brand Image, Promotion, Price and Product Quality on Purchase Decisions indicate that these activities are permissible but must be in accordance with Shari'ah and Islamic provisions.

Keywords: Brand Image, Promotion, Price, Product Quality, and Purchasing Decision.