

## ABSTRAK

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**PENGARUH *BRAND IMAGE* DAN *ELECTRONIC WORD OF MOUTH (E-WOM)* TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI SEBAGAI VARIABEL MEDIASI BAGI KONSUMEN PRODUK PERSONAL CARE PRIA KAHF SERTA TINJAUANNYA DARI SUDUT PANDANG ISLAM (STUDI KASUS PADA KONSUMEN DKI JAKARTA)**

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan *electronic word of mouth* terhadap keputusan pembelian produk personal care pria Kahf. Selain itu, penelitian ini juga untuk mengetahui apakah minat beli memediasi antara *brand image* dan *electronic word of mouth* terhadap keputusan pembelian produk personal care pria Kahf serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini adalah pembeli produk personal care pria Kahf dengan jumlah sampel sebanyak 96 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling (PLS-SEM)* dan juga melakukan Uji Kelayakan Model Bersifat Nilai Goodness of Fit (GOF). Hasil penelitian menunjukkan bahwa: *Brand Image* berpengaruh positif dan signifikan sebesar 0,321 terhadap minat beli, *electronic Word of Mouth* berpengaruh positif dan signifikan sebesar 0,586 terhadap minat beli, *brand image* berpengaruh positif dan signifikan sebesar 0,176 terhadap keputusan pembelian, *electronic word of mouth* berpengaruh positif dan signifikan sebesar 0,233 terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan sebesar 0,562 terhadap keputusan pembelian, minat beli memediasi pengaruh *brand image* sebesar 0,562 terhadap keputusan pembelian, minat beli memediasi pengaruh *electronic word of mouth* sebesar 0,329 terhadap keputusan pembelian, nilai GOF sebesar 0,647 dan menurut pandangan Islam brand image, *electronic word of mouth*, minat beli dan keputusan pembelian pada produk personal care pria Kahf di Wilayah DKI Jakarta sudah sesuai dengan syariat Islam

**Kata Kunci** : Brand Image, Electronic Word of Mouth, Keputusan Pembelian, Minat Beli

## ABSTRACT

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**EFFECT OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS THROUGH PURCHASE INTEREST AS MEDIATION VARIABLES FOR CONSUMERS OF PERSONAL PRODUCTS FROM CARETA MEN KAHF ISLAMIC VIEW (CASE STUDY ON CONSUMERS DKI JAKARTA)**

### Abstract Description

This study aims to determine the effect of *brand image* and *electronic word of mouth* on purchasing decisions for Kahf's men's personal care products. In addition, this study also aims to determine whether buying interest mediates between *brand image* and *electronic word of mouth* on the purchase decision of Kahf's men's personal care products and their review from an Islamic point of view. The population in this study were buyers of Kahf's male personal care products with a total sample of 96 respondents. The sampling technique used *non-probability sampling*, with a purposive *sampling technique* through distributing questionnaires. Data analysis used *the Partial Least Square Structural Equation Modeling (PLS-SEM)* method and also performed the Feasibility Test of the Goodness of Fit (GOF) Value Model. The results show that: *Brand Image* has a positive and significant effect of 0.321 on buying interest, *electronic word of mouth* has a positive and significant effect of 0.586 on buying interest, *brand image* has a positive and significant effect of 0.176 on purchasing decisions, *electronic word of mouth* positive and significant effect and significant 0.233 on purchasing decisions, buying interest has a positive and significant effect of 0.562 on purchasing decisions, buying interest mediating the influence of *brand image* of 0.562 on purchasing decisions, buying interest mediating the effect of *electronic word of mouth* of 0.329 on purchasing decisions, GOF value of 0.647 and According to the Islamic view, brand image, electronic word of mouth, buying interest and purchasing decisions on Kahf men's personal care products in the DKI Jakarta area are in accordance with Islamic law. **Keywords** : Brand Image, Electronic Word of Mouth, Purchase Decision, Buying Interest