

ABSTRAK

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Atribut Produk dan *Product Placement* sebagai Strategi Pemasaran dalam Menarik Minat Beli Konsumen dengan *Brand Awareness* sebagai Variabel Intervening serta Tinjauannya dari Sudut Pandang Islam (Studi Kasus pada *brand* “Colorgram” dalam drama seri “True Beauty”).

210 halaman + xvi halaman + 25 tabel + 8 gambar + 7 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung Atribut Produk, *Product Placement*, dan *Brand Awareness* terhadap Minat Beli Konsumen *brand* “Colorgram” serta Tinjauannya dari Sudut Pandang Islam. Metode pengambilan sampel yang digunakan adalah *non probability sampling* dengan teknik *purposive sampling*. Sampel pada penelitian ini ialah 118 Mahasiswi di DKI Jakarta dengan kriteria pernah menonton atau sedang menonton drama seri “True Beauty” dan berminat untuk membeli produk “Colorgram Tok Thunderbolt Tint Lacquer”. Metode analisis data yang digunakan adalah analisis *Partial Least Square Structural Equation Modelling*. Hasil penelitian menunjukkan bahwa (1) atribut produk tidak berpengaruh signifikan terhadap *brand awareness*, (2) *product placement* berpengaruh positif dan signifikan terhadap *brand awareness*, (3) *brand awareness* tidak berpengaruh signifikan terhadap minat beli konsumen, (4) atribut produk berpengaruh positif dan signifikan terhadap minat beli konsumen, (5) *product placement* berpengaruh positif dan signifikan terhadap minat beli konsumen, (6) *brand awareness* tidak berpengaruh signifikan terhadap pengaruh *product placement* dan minat beli konsumen., (7) *brand awareness* tidak berpengaruh signifikan terhadap pengaruh *product placement* dan minat beli konsumen. Menurut pandangan Islam, dalam menarik minat beli konsumen, atribut produk yang digunakan harus memiliki kandungan yang halal dan dapat memberikan manfaat bagi para penggunanya, strategi pemasaran yang digunakan harus dilakukan secara benar dan jujur, begitu juga dengan membangun sebuah *brand*, agar konsumen menyadari produk, penamaan *brand* harus secara jelas dan mudah dimengerti.

Kata Kunci: Atribut Produk, *Product Placement*, *Brand Awareness*, Minat Beli, Islam

ABSTRACT

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Product Attributes and Product Placement as a Marketing Strategy in Attracting Consumer Purchase Interest with Brand Awareness as an Intervening Variable and its Review from an Islamic Perspective (Case Study on the "Colorgram" brand in the drama series "True Beauty").

210 pages + xvi pages + 25 tables + 8 pictures + 7 attachments

Abstract Description

This study aims to determine the direct and indirect effect of Product Attributes, Product Placement, and Brand Awareness on Consumer Purchase Interest of the "Colorgram" brand and its review from an Islamic point of view. The sampling method used is non-probability sampling with purposive sampling technique. The sample in this study were 118 female students in DKI Jakarta with the criteria that they had watched or were watching the drama series "True Beauty" and were interested in buying the product "Colorgram Tok Thunderbolt Tint Lacquer". The data analysis method used is Partial Least Square Structural Equation Modeling. The results showed that (1) product attributes had no significant effect on brand awareness, (2) product placement had a positive and significant effect on brand awareness, (3) brand awareness had no significant effect on consumer buying interest, (4) product attributes had a positive and significant effect on significant effect on consumer buying interest, (5) product placement has a positive and significant effect on consumer buying interest, (6) brand awareness has no significant effect on the effect of product placement and consumer buying interest., (7) brand awareness has no significant effect on the effect of product placement and consumer buying interest. According to the Islamic view, in attracting consumer buying interest, the product attributes used must have halal content and can provide benefits for its users, the marketing strategy used must be carried out correctly and honestly, as well as building a brand, so that consumers are aware of the product, Brand naming must be clear and easy to understand.

Keywords: *Product Attributes, Product Placement, Brand Awareness, Buying Interest, Islam*