

ABSTRAK

Fakultas Ekonomi Dan Bisnis

Program Studi S-1

Manajemen

2021

Bima Satria

120.2017.046

Pengaruh *Perceived Service Quality, Brand Image, Brand Trust* dan Iklan Terhadap *Purchase Decision* JNE di Cibedug Bogor Serta Tinjauannya Dari Sudut Pandang Islam

Uraian Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh Pengaruh *Perceived Service Quality, Brand Image, Brand Trust* dan Iklan Terhadap *Purchase Decision* JNE Cibedug Bogor. Populasi penelitian ini adalah konsumen JNE Cibedug Bogor. Sampel dalam penelitian ini sebanyak 133 responden. Teknik pengambilan sampel menggunakan Purposive Sampling melalui penyebaran kuesioner. Metode analisis data menggunakan analisis deskriptif, Pengujian instrument penelitian, uji asumsi klasik melalui SPSS 22 for Windows.

Berdasarkan hasil penelitian diperoleh kesimpulan: (1) *Perceived Service Quality* tidak berpengaruh signifikan terhadap *Purchase Decision*, (2) *Brand Image* tidak berpengaruh signifikan terhadap *Purchase Decision*, (3) *Brand Trust* berpengaruh positif dan signifikan terhadap *Purchase Decision*, (4) Iklan berpengaruh positif dan signifikan terhadap *Purchase Decision*. (5) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap *Purchase Decision*.

Dalam pandangan Islam, *Perceived Service Quality, Brand Image, Brand Trust* dan Iklan Terhadap *Purchase Decision* JNE di Cibedug Bogor sudah sesuai ajaran Islam yaitu perusahaan sudah mampu memberikan pelayanan yang baik, bisa di percaya dan bertanggung jawab dalam menangani masalah sehingga bisa sesuai dengan ajaran AlQuran yaitu selalu berusaha (ikhtiar) dan dapat dipercaya (amanah).

Kata Kunci : *Perceived Service Quality, Brand Image, Brand Trust, Iklan , Purchase Decision, SPSS.*

ABSTRACT

Faculty Of Economy And Business

Study Program S-1 Management

2021

Bima Satria

120.2017.046

The Influence of Perceived Service Quality, Brand Image, Brand Trust and Advertising on JNE's Purchase Decision in Cibedug Bogor and Its Review From an Islamic Point of View

Abstract Description

This study was conducted to determine the effect of Perceived Service Quality, Brand Image, Brand Trust and Advertising on Purchase Decision JNE Cibedug Bogor. The population of this study were consumers of JNE Cibedug Bogor. The sample in this study were 133 respondents. The sampling technique used Purposive Sampling through distributing questionnaires. The data analysis method uses descriptive analysis, research instrument testing, classical assumption test through SPSS 22 for Windows.

Based on the research results, the conclusions are obtained: (1) Perceived Service Quality has no significant effect on Purchase Decision, (2) Brand Image has no significant effect on Purchase Decision, (3) Brand Trust has a positive and significant effect on Purchase Decision, (4) Advertising has a positive and significant effect on Purchase Decision. (5) Simultaneously all independent variables have a significant influence on Purchase Decision.

In the view of Islam, Perceived Service Quality, Brand Image, Brand Trust and Advertising towards JNE's Purchase Decision in Cibedug Bogor are in accordance with Islamic teachings, namely the company has been able to provide good service, can be trusted and is responsible for handling problems so that it can be in accordance with the teachings of AlQuran, namely always trying (ikhtiar) and can be trusted.

Keywords: Perceived Service Quality, Brand Image, Brand Trust, Advertising, Purchase Decision, SPSS.