

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S1-Manajemen  
2022

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**120.2017.221**

**Pengaruh Brand Awareness, Brand Image, Cita Rasa dan Harga Terhadap Minat Beli Konsumen Pada Produk Indomie Serta Tinjauannya Dalam Sudut Pandang Islam.**

### **Uraian Abstrak**

Penelitian dilakukan untuk mengetahui pengaruh Brand Awareness, Brand Image, Cita Rasa dan Harga Terhadap Minat Beli Konsumen Pada Produk Indomie Serta Tinjauannya dari Sudut Pandang Islam. Populasi dalam penelitian ini adalah Mahasiswa/i Fakultas Ekonomi dan Bisnis 2019 Universitas Yarsi. Teknik Pengambilan sampel menggunakan *purposive sampling*. Jumlah responden yang digunakan dalam penelitian ini berjumlah 75 orang mahasiswa/i. Data dikumpulkan dengan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Equation Modelling*.

Hasil Penelitian menunjukkan bahwa: (1) Brand Awareness tidak berpengaruh signifikan terhadap minat beli (2) Brand Image tidak berpengaruh signifikan terhadap minat beli (3) Cita rasa berpengaruh positif dan signifikan terhadap minat beli (4) Harga berpengaruh positif dan signifikan terhadap minat beli (5) Brand Awareness, Brand Image, Cita Rasa dan Harga dapat dijadikan model yang berpengaruh terhadap minat beli.

**Kata Kunci** : Brand Awareness, Brand Image, Cita Rasa, Harga, Minat Beli Konsumen

## **ABSTRACT**

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***The Influence of Brand Awareness, Brand Image, Taste and Price on Consumer Purchase Interest in Indomie Products and Their Overview from an Islamic Perspective.***

### ***Abstract Description***

*This research was conducted to determine the effect of Brand Awareness, Brand Image, Taste and Price on Consumer Purchase Interest in Indomie Products and the View from an Islamic Perspective. The population in this study were Yarsi University Faculty of Economics and Business 2019 students. Sampling technique using purposive sampling. The number of respondents used in this study was 75 students. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Equation Modeling analysis.*

*The research results show that: (1) Brand awareness has no significant effect on purchase intention (2) Brand image has no significant effect on purchase intention (3) Taste has a positive and significant effect on purchase intention (4) Price has a positive and significant effect on purchase intention (5) Brand Awareness, Brand Image, Taste and Price can be used as models that influence purchase intention.*

***Keywords : Brand Awareness, Brand Image, Taste, Price, Consumer Purchase Intention***