

ABSTRAK

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Pengaruh Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Brand Experience dan Logo Halal Terhadap Kepercayaan Merek Pada Produk Scarlett Serta Tinjauannya Dari Sudut Pandang Islam.

126 halaman + xiv halaman + 26 tabel + 4 gambar + 3 lampiran

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Brand Experience dan Logo Halal terhadap Kepercayaan Merek pada produk Scarlett serta Tinjauannya Dari Sudut Pandang Islam. Populasi penelitian ini adalah Mahasiswa Fakultas Ekonomi dan Bisnis di Universitas YARSI sebanyak 100 mahasiswa. Teknik pengambilan sampel menggunakan *non probability sampling*, dengan teknik *purposive sampling*. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis linear berganda. Hasil menunjukkan bahwa : (1) secara parsial kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan merek. (2) secara parsial citra merek berpengaruh positif dan signifikan terhadap kepercayaan merek. (3) secara parsial kepuasan pelanggan berpengaruh positif dan signifikan terhadap kepercayaan merek. (4) secara parsial brand experience berpengaruh negative dan tidak signifikan terhadap kepercayaan merek. (5) secara parsial logo halal berpengaruh negative dan tidak signifikan terhadap kepercayaan merek. (6) secara simultan kualitas produk, citra merek, kepuasan pelanggan, brand experience dan logo halal berpengaruh positif dan signifikan terhadap kepercayaan merek. (6) Dalam sudut pandang Islam menunjukkan bahwa Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Brand Experience dan Logo halal pada produk Scarlett sudah sesuai dengan prinsip dan ajaran Islam dengan tidak menggunakan bahan-bahan dasar produk yang dilarang oleh agama.

Kata Kunci : Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Brand Experience, Logo Halal dan Kepercayaan Merek.

ABSTRACT

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The Influence of Product Quality, Brand Image, Customer Satisfaction, Brand Experience and Halal Logo on Brand Trust in Scarlett Products and Its Review from an Islamic Perspective.

126 pages + xiv pages + 26 tables + 4 pictures + 3 attachments

ABSTRACT

This study aims to determine and analyze the influence of product quality, brand image, customer satisfaction, brand experience and halal logo on brand trust in Scarlett products and its review from an Islamic point of view. The population of this research is the students of the Faculty of Economics and Business at YARSI University as many as 100 students. The sampling technique used non-probability sampling, with purposive sampling technique. Methods of data collection by using a questionnaire. Data analysis used multiple linear analysis. The results show that: (1) partially product quality has a positive and significant effect on brand trust. (2) partially brand image has a positive and significant effect on brand trust. (3) partially customer satisfaction has a positive and significant effect on brand trust. (4) partially brand experience has a negative and insignificant effect on brand trust. (5) partially the halal logo has a negative and insignificant effect on brand trust. (6) simultaneously product quality, brand image, customer satisfaction, brand experience and halal logo have a positive and significant effect on brand trust. (6) From an Islamic point of view, it shows that Product Quality, Brand Image, Customer Satisfaction, Brand Experience and Halal Logo on Scarlett products are in accordance with Islamic principles and teachings by not using basic product ingredients that are prohibited by religion.

Keywords: *Product Quality, Brand Image, Customer Satisfaction, Brand Experience, Halal Logo and Brand Trust.*