

ABSTRAK

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PENGARUH MINAT BELI DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN PADA KOSMETIK VIVA SUSU PEBERSIH SERTA TINJAUANNYA DALAM SUDUT PANDANG ISLAM

94 halaman + xiv halaman, 20 tabel, 3 gambar dan 8 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh minat beli dan citra merek terhadap kepuasan konsumen pada kosmetik viva susu pembersih baik secara parsial maupun secara simultan serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini adalah mahasiswi Universitas YARSI dan non-mahasiswi Universitas YARSI dengan jumlah 105 responden. Teknik pengambilan sampel menggunakan *metode non probability sampling*, dengan Teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian analisis statistik deskriptif (uji validitas dan reliabilitas), analisis regresi linier berganda, uji asumsi klasik, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji statistik (uji t dan uji f). Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) secara parsial minat beli berpengaruh positif dan signifikan terhadap kepuasan konsumen, (2) secara parsial citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen, (4) secara simultan minat beli dan citra merek memiliki pengaruh signifikan terhadap kepuasan konsumen, (5) Menurut pandangan Islam minat beli, citra merek dan kepuasan konsumen pada kosmetik viva susu pembersih sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Kepuasan Konsumen, Minat Beli, Citra Merek

ABSTRACT

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THE EFFECT OF BUYING INTEREST AND BRAND IMAGE ON CONSUMER SATISFACTION ON VIVA CLEANING MILK COSMETICS PRODUCT

94 pages + xiv pages. 20 tables, 3 pictures and 8 attachments

Abstract

This study aims to determine whether or not there is an influence of buying interest and brand image on consumer satisfaction on cosmetic viva cleansing milk either partially or simultaneously and also review it from an Islamic point of view. The sample in this study were YARSI University students and non-YARSI University students with a total of Hundred five respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through distributing questionnaires. The data analysis method was carried out by testing descriptive statistical analysis (test validity and reliability), multiple linear regression analysis, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, statistical test (t test and f test). Based on the results of the study, it can be concluded that: (1) partially buying interest has a positive and significant effect on consumer satisfaction, (2) partially brand image has a positive and significant effect on consumer satisfaction, (4) simultaneously buying interest and brand image have a significant influence on consumer satisfaction, (5) According to the Islamic view, buying interest, brand image and consumer satisfaction in Viva cleansing milk cosmetics have been carried out in accordance with Islamic principles.

Keywords : Consumer Satisfaction, Buying Interest and Brand Image.