

ABSTRACT

**Fakultas Ekonomi dan bisnis
Program study S-1 Manaajemen
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THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON PURCHASE DECISION OF POND'S COSMETIC PRODUCTS

107 + vii pages + 22 tables + 6 pictures + 7 attachments

Abstract Description

The study aims to determine whether or not there is an influence of brand image, product quality and price on purchasing decisions of POND'S cosmetic products partially or simultaneously as well as the review from an Islamic point of view. The sample in this study is POND'S consumers in Jakarta with a total of one hundred respondents. The sampling technique used non-probability sampling methods, with purposive sampling technique through distributing questionnaires. The data analysis method was carried out by testing descriptive statistical analysis (validity and reliability tests), multiple linear regression analysis classical assumption test, normality test, multicollinearity test (t test and f test) and the coefficient of determination through the spss 22 program for windows. Based on the research results, it is concluded that: (1) brand image has a positif and significant effect on purchasing decisions, (2) product quality has a positive and significant effect on purchasing decisions, (3) price has a positive and significant effect on purchasing decisions, (4) according to the Islamic view, brand image, product quality, price and purchasing dicisions on pond's cosmetic have been carried out in accordance with Islamic prnciples.

Key words : Brand Image, Product Quality, Price, Purchase Decision

ABSTRAK

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PENGARUH CITRA MEREK, KUALITAS PRODUK DAN, HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK POND'S

107 halaman + vii halaman + 22 tabel + 6 gambar + 7 Lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian produk kosmetik POND'S secara parsial maupun secara simultan serta tinjauannya dari sudut pandang islam. Sampel dalam penelitian ini adalah konsumen POND'S di Jakarta dengan jumlah 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan Teknik *Porposive Sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian analisis statistic deskriptif (uji validitas dan reliabilita), analisis regresi linear berganda, uji asumsi klasilk, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji statistic (Uji t dan Uji f) dan koefisien determinasi melalui program SPSS *for windows*. Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) secara parsial citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) secara parsial kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) secara parsial harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) secara simultan citra merek, kualitas produk dan harga memiliki pengaruh signifikan terhadap keputusan pembelian, (5) menurut pandangan Islam citra merek, kualitas produk, harga dan keputusan pembelian pada produk kosmetik POND'S sudah dilakukan dengan prinsip-prinsip Islam.

Kata kunci : citra merek, kualitas produk, harga, keputusan pembelian