

ABSTRAK

Fakultas Ekonomi Dan Bisnis
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Pengaruh Citra Merek, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Sepatu Piero Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Univeritas YARSI)

102 halaman + xvi halaman + 22 tabel + 4 gambar + 4 lampiran

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek, kualitas produk dan promosi terhadap keputusan pembelian. Sampel dalam penelitian adalah sebanyak 100 responden mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas YARSI. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode *Purposive Sampling* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linier berganda, uji t (parsial), uji F (simultan) dan koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) Citra merek berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. (2) Kualitas produk berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. (3) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) Citra merek, Kualitas produk dan Promosi secara simultan seluruh variabel independen berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan penelitian yang penulis lakukan di sepatu Piero terkait dengan Citra Merek, Kualitas Produk dan Promosi berpengaruh positif terhadap keputusan pembelian sepatu Piero dan hal tersebut sejalan dengan prinsip – prinsip islam.

Kata Kunci: Citra Merek, Kualitas Produk, Promosi dan Keputusan Pembelian

ABSTRACT

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The Influence of Brand Image, Product Quality, Promotion on the Purchase Decision of Piero Shoes and Its Overview from an Islamic Point of View (Case Studies for Students of the Faculty of Economics and Business YARSI University)

102 pages + xvi pages + 22 tables + 4 pictures + 4 attachments

Abstract

The purpose of this study was to determine the effect of brand image, product quality and promotion on purchasing decisions. The sample in the study was 100 student respondents from the Faculty of Economics and Business, YARSI University. The sampling technique used was nonprobability sampling. The number of respondents in this study were 100 respondents. The data were collected using purposive sampling method with a questionnaire instrument. The data analysis method used is multiple linear regression analysis, t test (partial), F test (simultaneous) and the coefficient of determination. The results showed that: (1) Brand image has a positive and insignificant effect on purchasing decisions. (2) Product quality has a positive and insignificant effect on purchasing decisions. (3) Promotion has a positive and significant effect on purchasing decisions. (4) Brand image, product quality and promotion simultaneously all independent variables have a significant effect on purchasing decisions. Based on the research done by the author on Piero's shoes related to Brand Image, Product Quality and Promotion have a positive effect on the decision to buy Piero shoes and this is in line with Islamic principles.

Keywords: Brand Image, Product Quality, Promotion and Purchase Decision