

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
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Alvina Damayanty  
120.2017.019

**Pengaruh *Brand Image*, *Brand Ambassador*, dan *Brand Trust* Terhadap Minat Beli Produk Erigo Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pengguna Erigo di Jakarta Barat)**

(78 halaman + xv halaman + 23 tabel + 4 gambar dan 2 lampiran)

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *brand image*, *brand ambassador*, dan *brand trust* terhadap minat beli produk Erigo serta tinjauannya dari sudut pandang Islam. Populasi penelitian adalah pengguna Erigo di Jakarta Barat. Sampel yang digunakan pada penelitian ini ialah 100 pengguna Erigo di Jakarta Barat. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Teknik analisis yang digunakan yaitu metode analisis regresi linear berganda dan mengolah data melalui SPSS.

Hasil dari pengujian diperoleh (1) secara parsial *brand image* berpengaruh positif dan signifikan terhadap minat beli, (2) secara parsial *brand ambassador* berpengaruh positif dan signifikan terhadap minat beli, (3) secara parsial *brand trust* berpengaruh positif dan signifikan terhadap minat beli, (4) secara simultan *brand image*, *brand ambassador*, dan *brand trust* berpengaruh signifikan terhadap minat beli.

Dalam pandangan Islam, mengenai *brand image*, *brand ambassador*, *brand trust*, dan minat beli pada pengguna Erigo sudah sesuai dengan ajaran Islam.

**Kata Kunci:** *brand image*, *brand ambassador*, *brand trust*, minat beli

## ABSTRACT

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Alvina Damayanty  
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**The Influence of *Brand Image*, *Brand Ambassador*, and *Brand Trust* on Interest in Buying Erigo Products and Their Review from an Islamic Perspective (Case Study For Erigo Users in West Jakarta)**

(78 pages + xv pages + 23 tables + 4 pictures and 2 attachments)

This study is a quantitative study that aims to determine the effect of brand image, brand ambassador, and brand trust on buying interest in Erigo products and their review from an Islamic point of view. The research population is Erigo users in West Jakarta. The sample used in this study was 100 Erigo users in West Jakarta. Data were collected using a survey method with a questionnaire instrument. The analysis technique used is multiple linear regression analysis method and processing data through SPSS.

The results of the test are: (1) partially brand image has a positive and significant effect on buying interest, (2) partially brand ambassador has a positive and significant effect on buying interest, (3) partially brand trust has a positive and significant effect on buying interest, ( 4) Simultaneously brand image, brand ambassador, and brand trust have a significant effect on buying interest.

In the view of Islam, regarding brand image, brand ambassador, brand trust, and buying interest in Erigo users, it is in accordance with Islamic teachings.

**Keywords:** brand image, brand ambassador, brand trust, buying interest