

ABSTRAK

**Fakultas Ekonomi Dan Bisnis
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Pengaruh Harga, *Brand Image*, dan *Celebrity Endorser* Terhadap Keputusan Pembelian Pada Pembalut *Charm* Serta Tinjauannya Dari Sudut Pandang Islam.

93 halaman + xv halaman + 19 tabel + 3 gambar dan 4 lampiran

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh harga, *brand image* dan *celebrity endorser* terhadap keputusan pembelian pembalut *charm*. Jumlah responden dalam penelitian ini sebanyak 70 yang merupakan mahasiswa di Fakultas Ekonomi dan Bisnis Univertas YARSI. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Data dikumpulkan dengan menggunakan metode *survey* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda. Pengujian secara statistik dilakukan dengan dua cara yaitu pengujian secara parsial (uji t) dan secara simultan (uji F). Hasil penelitian menunjukkan bahwa: (1) harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) *brand image* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) *celebrity endorser* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) secara simultan seluruh variabel independen memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Tinjauan Islam tentang harga, *brand image*, *celebrity endorser* dan keputusan pembelian sudah sesuai dalam ajaran Islam karena telah memberikan perhatian besar terhadap kesempurnaan mekanisme pasar yang telah berlaku adil, tidak bertentangan dengan ketentuan prinsip syariah Islam, dan mampu memberikan contoh yang baik dalam mengiklankan suatu produk

Kata Kunci: Harga, *Brand Image*, *Celebrity Endorser* dan Keputusan Pembelian.

ABSTRACT

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***Effect of Price, Brand Image, and Celebrity Endorser on Purchasing Decisions
on Charm Bandages and Their Overview From an Islamic Perspective.***

93 pages + xv pages + 19 tables + 3 pictures + and 4 attachments

Abstract Description

*This research was conducted with the aim of examining the effect of price, brand image and celebrity endorser on charm sanitary purchase decisions. The number of respondents in this study were 70 who were students at the YARSI Univertas Faculty of Economics and Business. The sampling technique used was purposive sampling technique. Data was collected using survey methods with questionnaire instruments. The data analysis method used is multiple regression analysis. Statistic testing is done in two ways, namely partial testing (*t* test) and simultaneously (*F* test). The results showed that: (1) the price partially had a positive and significant effect on purchasing decisions, (2) partially brand image has a positive and significant effect on purchasing decisions, (3) the celebrity endorser partially has a positive and significant effect on purchasing decisions, (4) simultaneously all independent variables have a positive and significant influence on purchasing decisions. In view of Islamic prices, the brand image and celebrity endorser have an effect on the purchasing decision on Charm pads. The Islamic review of prices, brand image, celebrity endorsers and purchasing decisions is in accordance with Islamic teachings because it has paid great attention to the perfection of market mechanisms that have been applied fairly, does not conflict with Islamic sharia principles, and is able to provide a good example in advertising a product*

Keywords: Price, Brand Image, Celebrity Endorser and Work Achievement.