

ABSTRAK

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Pengaruh Kualitas Produk, Harga Terhadap Keputusan Pembelian Melalui Kepuasan Pelanggan Kosmetik Wardah Serta Ditinjau Dari Sudut Pandang Islam. (Studi Pada Mahasiswi Fakultas Ekonomi dan Bisnis Prodi Manajemen Universitas YARSI).

91+xviii halaman, 28 tabel, 8 gambar, 8 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh mediasi kepuasan pelanggan antara kualitas produk, harga dengan keputusan pembelian kosmetik wardah serta ditinjau dari sudut pandang Islam. Sampel dalam penelitian ini ialah mahasiswi manajemen 2015 Universitas YARSI dengan jumlah 75 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian instrument penelitian (uji validitas dan uji reliabilitas), analisis deskriptif, uji asumsi klasik, analisis jalur, dan uji sobel melalui program *SPSS 22 for windows*. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) kualitas produk tidak berpengaruh signifikan terhadap kepuasan pelanggan, (2) harga berpengaruh signifikan terhadap kepuasan pelanggan, (3) kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian, (4) harga berpengaruh signifikan terhadap keputusan pembelian, (5) kepuasan pelanggan berpengaruh signifikan terhadap keputusan pembelian, (6) kepuasan pelanggan tidak memediasi hubungan antara kualitas produk dengan keputusan pembelian, (7) kepuasan pelanggan memediasi hubungan antara harga dengan keputusan pembelian. Menurut pandangan Islam, kualitas produk, harga, kepuasan pelanggan, dan keputusan pembelian pada kosmetik wardah sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Keputusan Pembelian, Kepuasan Pelanggan, Kualitas Produk,

Harga.

ABSTRACT

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The Influence Of Product Quality, Price on Purchasing Decisions Through Customer Satisfaction Wardah Cosmetic and Reviewed From An Islamic Perspective. (Study On Economics Faculty Students And Business Management in the YARSI University)

91+xviii pages, 28 tables, 8 pictures, 8 attachments

Abstract Description

This study aims to determine whether there is an effect of mediating customer satisfaction between product quality, price and wardah cosmetic purchasing decisions and viewed from an Islamic perspective. The sample in this study was the 2015 management student at YARSI University with 75 respondents. The sampling technique uses non probability sampling methods, with purposive sampling technique through questionnaires. The method of data analysis is done by testing the research instrument (validity test and reliability test), descriptive analysis, classic assumption test, path analysis, and sobel test through SPSS 22 for Windows. Based on the results of the study concluded: (1) product quality does not have a significant effect on customer satisfaction, (2) prices have a significant effect on customer satisfaction, (3) product quality does not significantly influence purchasing decisions, (4) prices have a significant effect on purchasing decisions, (5) customer satisfaction has a significant effect on purchasing decisions, (6) customer satisfaction does not mediate the relationship between product quality and purchasing decisions, (7) customer satisfaction mediates the relationship between price and purchasing decisions. According to the Islamic view, product quality, price, customer satisfaction, and purchasing decisions in wardah cosmetics have been carried out in accordance with Islamic principles.

Keywords: Purchasing Decisions, Customer Satisfaction, Product Quality, Price.