

ABSTRAK

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Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Motor Honda Vario dan Ditinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Konsumen Motor Honda Vario di Melati Tugu Rw.03 Kel. Tugu Utara Kec. Koja, Jakarta Utara).

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian (Studi Kasus pada Konsumen Motor Honda Vario di Melati Tugu Rw.03). Data penelitian ini diperoleh dari kuesioner dengan mengambil sampel sebanyak 75 responden. Teknik pengambilan sampel yang digunakan adalah teknik sampel *accidental sampling*. Metode Analisis menggunakan uji kualitas data (uji validitas dan reliabilitas), uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), uji Statistik (analisis Regresi berganda, koefisien determinasi), dan uji hipotesis secara parsial (T) dan secara simultan (F). Hasil penelitian ini menunjukkan bahwa Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian ($0,005 < 0,05$), Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian ($0,000 < 0,05$), Harga berpengaruh positif dan signifikan terhadap keputusan pembelian ($0,000 < 0,05$). Citra merek, kualitas produk dan harga sangat berpengaruh terhadap keputusan pembelian sebuah produk dan sesuai dengan nilai – nilai yang sudah diterapkan Islam

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

ABSTRACT

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The Influence of Brand Image, Product Quality and Price on Purchasing Decisions of Honda Vario Products and its Review From an Islamic Perspective (Case Study on Consumers of Honda Vario Motors in Melati Tugu Rw.03 Kel. Tugu Utara Kec. Koja, North Jakarta).

Description of Abstract

This study aims to determine the effect of brand image, product quality and price on purchasing decisions (Case Study on Honda Vario Motorcycle Consumers at Melati Tugu Rw.03). The data of this study were obtained from a questionnaire by taking a sample of 75 respondents. The sampling technique used was accidental sampling technique. The analysis method uses data quality tests (validity and reliability tests), classic assumptions (normality tests, multicollinearity tests, heteroscedasticity tests), statistical tests (multiple regression analysis, coefficient of determination), and partial hypothesis testing (T) and simultaneously (T test) and simultaneous testing (partial test) F). The results of this study indicate that brand image has a positive and significant effect on purchasing decisions ($0.005 < 0.05$), product quality has a positive and significant effect on purchasing decisions ($0,000 < 0.05$), price has a positive and significant effect on purchasing decisions ($0,000 < 0.05$). Brand image, product quality and price are very influential on the purchase decision of a product and in accordance with the values that have been applied by Islam.

Keywords: Brand Image, Product Quality, Price and Purchasing Decisions