

## ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

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Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Kartu Perdana Telkomsel dan Ditinjau Dari Sudut Pandang Islam (Studi Kasus Kepada Mahasiswa/i fakultas ekonomi dan bisnis prodi manajemen Universitas Yarsi).

101+xv halaman, 27 tabel, 11 gambar, 8 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh Citra Merek, Harga dan Kualitas Produk terhadap Keputusan Pembelian. Sampel dalam penelitian ini ialah mahasiswi/i fakultas Ekonomi dan Bisnis prodi *management* Universitas YARSI dengan jumlah 109 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 regresi berganda, koefisien determinasi, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa : (1) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (2) Harga berpengaruh positif dan signifikan terhadap Kepuasan Pembelian, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (4) Secara *Simultan* seluruh variabel independen (X) memiliki pengaruh yang positif dan signifikan terhadap Keputusan Pembelian. Menurut pandangan Islam, citra merek, kualitas produk dan harga terhadap keputusan pembelian dan sesuai dengan prinsip-prinsip Islam.

**Kata kunci** : Citra Merek, Harga, Kualitas Produk, Keputusan Pembelian

## **ABSTRACT**

**Faculty of Economics & Business**

**Study Program S-1 Management**

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***The Influence of Brand Image, Price and Product Quality on the Purchase Decision of Telkomsel Prime Card and Reviewed From an Islamic Perspective (Case Study of Students of the Faculty of Economics and Business of Yarsi University Management Study Program.***

***101 + xv pages, 27 tables, 11 pictures, 8 attachments***

### ***Abstract Description***

*This study aims to determine whether there is influence of Brand Image, Price and Product Quality on Purchasing Decisions. The sample in this study were students of the Faculty of Economics and Business of YARSI University study program with 109 respondents. The sampling technique uses a non probability sampling method, with a purposive sampling technique through questionnaires. The method of data analysis is done by testing the research instrument (validity and reliability test), descriptive analysis, classic assumption test, multiple regression analysis, coefficient of determination, t test (partial) and F test (simultaneous). The results showed that: (1) Brand Image has a positive and significant effect on Purchasing Decisions, (2) Price has a positive and significant effect on Purchasing Satisfaction, (3) Product Quality has a positive and significant effect on Purchasing Decisions, (4) Simultaneously all variables independent (X) has a positive and significant influence on Purchasing Decisions. According to the Islamic view, brand image, product quality and price are against purchasing decisions and are in accordance with Islamic principles.*

*Keywords: Brand Image, Price, Product Quality, Purchase Decision.*