

ABSTRAK

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Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian *Brand* Hijab Zoya dan Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Kepada Mahasiswi Fakultas Ekonomi dan Bisnis Konsentrasi *Marketing* Angkatan 2015 Universitas YARSI)

+xv halaman, 17 tabel, 3 gambar, 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian. Sampel dalam penelitian ini ialah mahasiswi fakultas Ekonomi dan Bisnis Konsentrasi *Marketing* Angkatan 2015 Universitas YARSI dengan jumlah 93 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 signifikan terhadap Keputusan Pembelian, (2) Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pembelian, (3) Harga berpengaruh signifikan terhadap Keputusan Pembelian,(4) Secara *Simultan* seluruh variable independen (X) memiliki pengaruh yang 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, Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT**Faculty of Economics & Business****Study Program S-1 Management****2019****Adelia Noho Kadir****120.2015.004**

The Influence of Brand Image, Product Quality and Price on Purchasing Decisions of the Hijab Zoya Brand and its Review From an Islamic Perspective (Case Study of YARSI University Faculty of Economics and Business Faculty of Marketing Concentration 2015).

+xv pages, 17 tables, 3 pictures, 4 attachments**Abstract Description**

This study aims to determine whether there is influence of Brand Image, Product Quality and Price on Purchasing Decisions. The sample in this study were students of the Faculty of Economics and Business Marketing Concentration in 2015 at YARSI University with a total of 93 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 instruments (validity and reliability tests), descriptive analysis, classic assumption tests, multiple regression analysis, coefficient of determination, t test (partial) and F test (simultaneous). The results showed that: (1) Brand Image has a significant effect on Purchasing Decisions, (2) Product Quality has a significant effect on Purchasing Satisfaction, (3) Price has a significant effect on Purchasing Decisions, (4) Simultaneously all independent variables (X) have an influence which is significant towards the Purchasing Decision. 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, Product Quality, Price, Purchase Decision*