

## ABSTRAK

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PENGARUH *SOCIAL MEDIA*, HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK STARBUCKS SERTA TINJAUNNYA DARI SUDUT PANDANG ISLAM (Studi kasus kepada pelanggan Starbucks Kelapad Gading Boulevard)

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing*, Harga dan Citra Merek terhadap keputusan pembelian serta tinjauannya dari sudut pandang Islam. Pada *Customer Starbucks Boulevard Kelapa Gading*. Jenis data yang digunakan adalah data primer, sedangkan metode pengumpulan data menggunakan kuesioner. Dengan jumlah sampel sebanyak 100 responden. Analisis data dengan melakukan pengujian hipotesis baik secara parsial maupun secara simultan. Hasil penelitian menunjukkan bahwa: (1) secara parsial *Social Media Marketing* berpengaruh signifikan terhadap keputusan pembelian. (2) secara parsial Harga berpengaruh signifikan terhadap keputusan pembelian. (3) secara parsial Citra Merek berpengaruh signifikan terhadap keputusan pembelian. (4) secara simultan seluruh variabel berpengaruh signifikan terhadap keputusan pembelian. Tinjauan Islam menjelaskan bahwa dalam *Social Media Marketing*, Harga dan Citra Merek terhadap Keputusan Pembelian kepada pelanggan harus sesuai syari'at Islam dan tidak boleh mendzalimi sesama manusia. Semua hal tersebut dapat memiliki pengaruh baik terhadap keputusan pembelian jika didasari aturan syari'at Islam, penuh keikhlasan dan rasa syukur kepada Allah SWT.

Kata kunci : *Social Media Marketing*, Harga dan Citra Merek.

## **ABSTRACT**

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**THE EFFECT OF SOCIAL MEDIA MARKETING, PRICE AND BRAND IMAGE  
TO THE PURCHASING DECISION OF STARBUCKS PRODUCT THROUGH  
LINE OFFICIAL ACCOUNT AND OVERVIEW FROM ISLAMIC ANGLE. (Case  
Study of Starbucks customers Boulevard Kelapa Gading)**

### ***Abstract Description***

*This study was to determine the effect of Social Media Marketing, Price and Brand Image on purchasing decisions and their views from Islamic perspective to Starbucks Customers Kelapa Gading. The type of data used is primary data, while the data collection method uses a questionnaire. With a total sample of 100 respondents. Data analysis by testing hypotheses both partially and simultaneously. The results of the study show that: (1) Partially Social Media Marketing has a significant effect on Purchasing Decisions. (2) Partially Price has a significant effect on purchasing decisions. (3) Partially Brand Image has a significant effect on purchasing decisions. (4) simultaneously all variables have a significant effect on purchasing decisions. The Islamic Review explains that in Social Media Marketing, Price and Brand Image of Purchasing Decisions to customers must be in accordance with Islamic Shari'a and may not tyrannize fellow human beings. All of these things can have a good influence on purchasing decisions if based on the rules of Islamic shari'ah, full of sincerity and gratitude to Allah SWT.*

*Keywords: Social Media Marketing, Price and Brand Image.*