

ABSTRAK

Fakultas Ekonomi

Program Studi S-1 Manajemen

2019

Naziba Fitria

120.2015.092

“Pengaruh Citra Merek, Kualitas Pelayanan, dan Lokasi terhadap Keputusan

Pembelian Serta Tinjauannya Dari Sudut Pandang Islam”

(Studi Empiris di Apotek Kimia Farma Tugu)

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh: Citra Merek, Kualitas Pelayanan, dan Lokasi terhadap Keputusan Pembelian serta Tinjauannya dari sudut pandang islam di Apotek Kimia Farma Tugu. Penelitian ini dilakukan dengan metode survey dengan cara menyebarkan kuesioner kepada 50 pasien di Kimia Farma Tugu. Berdasarkan hasil uji parsial (t) dan uji simultan (F), Hasil penelitian ini menunjukkan bahwa variabel Citra Merek (X1), Kualitas Pelayanan (X2), dan Lokasi (X3) secara simultan atau bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian Apotek Kimia Farma Tugu. Artinya bahwa Citra Merek, Kualitas Pelayanan dan Lokasi sangat berarti penting bagi proses pengambilan Keputusan Pembelian di Apotek Kimia Farma Tugu.

Kata Kunci : Citra Merek, Kualitas Pelayanan, Lokasi, Keputusan Pembelian

ABSTRACT

Faculty Of Economics

S-1 Study Program Management

2019

Naziba Fitria

120.2015.092

"The Effect of Brand Image, Service Quality, and Location on Purchasing

Decisions and Their Overview from the Islamic Point of View"

(Empirical Study at Apotek Kimia Farma Tugu)

Abstract Description

This study aims to analyze the influence of: Brand Image, Service Quality, and Location on Purchasing Decisions and its Review from an Islamic perspective at the Kimia Farma Tugu. This research was conducted by survey method by distributing questionnaires to 50 patients at Kimia Farma Tugu. Based on the results of partial test (t) and simultaneous test (F), the results of this study indicate that the variable Brand Image (X1), Service Quality (X2), and Location (X3) simultaneously or together have a positive and significant effect on purchasing decisions Kimia Farma Tugu. This means that Brand Image, Service Quality and Location are very important for the Purchasing Decision making process at Kimia Farma Tugu.

Keywords: Brand Image, Service Quality, Location, Purchasing Decision