

## ABSTRAK

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**Pengaruh Kualitas Pelayanan, Citra Merek dan Promosi Terhadap Keputusan Pembelian J.CO *Donuts & Coffee* di Mal Kelapa Gading Serta Tinjauannya dari Sudut Pandang Islam.**

114 halaman + xv halaman + 26 tabel + 3 gambar + dan 5 lampiran

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan, citra merek dan promosi terhadap keputusan pembelian produk J.CO *Donuts & Coffee* secara parsial dan simultan, serta mengetahui variabel yang mempunyai pengaruh paling dominan terhadap keputusan pembelian J.CO *Donuts & Coffee*. Populasi dalam penelitian adalah konsumen J.CO *Donuts & Coffee* di Mal Kelapa Gading. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode *survey* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan).

Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) secara simultan seluruh variabel independen memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian.

Tinjauan Islam tentang kualitas pelayanan, citra merek dan promosi terhadap keputusan pembelian J.CO *Donuts & Coffee* sudah sesuai dengan syari'at Islam karena J.CO *Donuts & Coffee* menerapkan sifat *siddiq*, *amanah*, *tabligh*, *fathonah* serta bekerja sesuai dengan keahlian dan kemampuannya.

**Kata Kunci:** Kualitas Pelayanan, Citra Merek, Promosi dan Keputusan Pembelian.

## **ABSTRACT**

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***The Influence of Service Quality, Brand Image and Promotion on Purchase Decisions of J.CO Donuts & Coffee in Kelapa Gading Mall and Its Review from Islamic Point Of View***

*114 pages + xv pages + 26 tables + 3 pictures + and 5 attachments*

## **ABSTRACT**

*The purpose of this research is to find out the influence of Service Quality, Brand Image and Promotion on Purchase Decisions in the partial and simultaneous. Also to find out the most dominant variables to it. The population in the research are the consumers of J.CO Donuts & Coffee in Kelapa Gading Mall. The sampling technique used is purposive sampling technique. The number of respondents in this research are 100 respondents. Data were collected by using survey method with questionnaire instrument. Data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous).*

*The result shows that: (1) service quality has a positive and significant impact on purchase decisions. (2) brand image has a positive and significant impact on purchase decisions. (3) promotion has a positive and significant impact on purchase decisions. (4) simultaneously all independent variables have positive and significant influence to purchase decisions.*

*Islamic reviews of service quality, brand image and promotion of purchasing decisions of J.CO Donuts & Coffee are in accordance with Islamic shari'a because J.CO Donuts & Coffee applies siddiq, amannah, tabligh, fathonah and works according to their skills and abilities.*

**Keywords:** *Service Quality, Brand Image, Promotion and Purchase Decisions.*