

ABSTRAK

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Pengaruh Citra Merek, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Produk Teh Pucuk Harum Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Yarsi Angkatan 2015).

109 halaman + xvii halaman + 18 tabel + 4 gambar + 3 lampiran

Uraian Abstrak

Penelitian ini tentang pengaruh citra merek, kualitas produk dan promosi terhadap keputusan pembelian. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden yang melakukan pembelian dan mengkonsumsi Teh Pucuk Harum. Teknik pengambilan sampel yang digunakan adalah dengan *purposive sampling* yang terdapat di *Non-Probability Sampling*. Cara pengambilan sampel ini disebut pula *judgement sampling*. Metode analisis data yang digunakan yaitu analisis regresi berganda dengan Uji t dan Uji F. Hasil penelitian menunjukkan bahwa: (1) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) kualitas produk 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 signifikan terhadap keputusan pembelian. Menurut sudut pandang Islam, bahwa kegiatan yang dilakukan berkaitan dengan Citra Merek, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian menunjukkan bahwa kegiatan tersebut diperbolehkan namun harus sesuai dengan syari'at dan ketentuan-ketentuan Islam.

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

ABSTRACT

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The Influence of Brand Image, Product Quality, and Promotion on Decision of Purchase of Fragrant Shoot Tea Products and Its Review From Islamic Perspective (Case Study on Students of the Faculty of Economics and Business Yarsi University Force 2015)

109 pages + xvii pages + 18 tables + 4 pictures + 3 attachments

Abstract Description

This research is about the influence of brand image, product quality and promotion on purchasing decisions. The number of samples used in this study were 100 respondents who made a purchase and consumed Pucuk Harum Tea. The sampling technique used was purposive sampling found in Non-Probability Sampling. This sampling method is also called judgment sampling. Data analysis method used is multiple regression analysis with t test and F test. The results showed that: (1) brand image has a positive and significant effect on purchasing decisions. (2) product quality has a positive and significant effect on purchasing decisions. (3) promotion has a positive and significant effect on purchasing decisions. (4) Simultaneously all independent variables have a significant influence on purchasing decisions. From an Islamic point of view, the activities carried out in connection with Brand Image, Product Quality, and Promotion of Purchasing Decisions indicate that these activities are permissible but must be in accordance with Islamic shariah and provisions.

Keywords: Brand Image, Product Quality, Promotion, and Purchasing Decision.