

ABSTRACT

Faculty of Economics

Study Program S-1 Management

2018

Zulfinda Aulia Nur Wahidah

120.2014.202

The Influence Of Product Quality And Brand Image Against The Interest In Purchasing And Its Impact On Purchasing Decisions And Seen From Islamic Point Of View (Studies On Drinking Water Users In Packaging Brand Aqua At The Faculty Of Economics, Universitas Yarsi)

96+ xiv, page 30 tables, 10 image, 9 attachments

Abstract Description

This research aims to find out whether there is influence product quality and brand image directly and indirectly on the consumer purchase decision against Aqua as well as his review from the Islamic point of view. The respondents in this study is the consumer in Aqua Faculty of Economics, Universitas Yarsi totalling 75 respondents. The technique of sampling method using non probability sampling, purposive sampling technique through the dissemination of the questionnaire. Methods of data analysis done with test classical assumptions, the analysis of the path (path analysis), and sobel test. Based on the research results obtained are as follows: (1) product quality significantly influential interest towards purchasing, (2) the brand image of a positive but not significant effect against the interest to buy, (3) product quality positively influential but not significantly to purchasing decisions, (4) brand image effect significantly to purchasing decisions, (5) interest in buying influential significantly to purchasing decisions, (6) interest in buying mediate the influence between product quality with the decision purchase, buying interest (7) mediate the influence between the brand image with purchase decisions. According to Islamic view, product quality, brand image, interests, purchasing and product Purchasing Decisions at aqua has done in accordance with the principles of Islam.

Keyword: Purchasing Decisions, Interest In Purchasing, Product Quality, Brand Image.

ABSTRAK

Fakultas Ekonomi

Program Studi S-1 Manajemen

2018

Zulfinda Aulia Nur Wahidah

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Pengaruh Kualitas Produk Dan *Brand Image* Terhadap Minat Beli Dan Dampaknya Terhadap Keputusan Pembelian Dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Pengguna Air Minum Dalam Kemasan Merek Aqua Di Fakultas Ekonomi Universitas Yarsi)

96+xiv halaman, 30 tabel, 10 gambar, 9 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh kualitas produk dan *brand image* secara langsung dan tidak langsung terhadap keputusan pembelian pada konsumen Aqua serta tinjauannya dari sudut pandang Islam. Responden dalam penelitian ini ialah konsumen Aqua di Fakultas Ekonomi Universitas Yarsi yang berjumlah 75 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan uji asumsi klasik, analisis jalur (*path analysis*), dan uji sobel. Berdasarkan hasil penelitian diperoleh sebagai berikut: (1) kualitas produk berpengaruh signifikan terhadap minat beli, (2) *brand image* berpengaruh positif namun tidak signifikan terhadap minat beli, (3) kualitas produk berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, (4) *brand image* berpengaruh signifikan terhadap keputusan pembelian, (5) minat beli berpengaruh signifikan terhadap keputusan pembelian, (6) minat beli memediasi pengaruh antara kualitas produk dengan keputusan pembelian, (7) minat beli memediasi pengaruh antara *brand image* dengan keputusan pembelian. Menurut pandangan Islam, kualitas produk, *brand image*, minat beli, dan keputusan pembelian pada produk aqua sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Keputusan Pembelian, Minat Beli, Kualitas Produk, *Brand Image*.