

ABSTRAK

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Program Studi S-1 Manajemen
2018**

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Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Kopi Instan Good Day dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Mahasiswa Fakultas Ekonomi 2014 Universitas Yarsi)

82 halaman + xvi halaman + 25 tabel + 4 gambar dan 15 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan citra merek terhadap keputusan pembelian kopi instan Good Day (studi pada mahasiswa fakultas ekonomi 2014 universitas Yarsi). Teknik pengambilan sampel yang digunakan adalah *accidental sampling* menggunakan rumus tingkat keyakinan dengan sampel sejumlah 75 responden. Data dikumpulkan dengan menggunakan metode instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda.

Hasil penelitian menunjukan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap keputusan pembelian.

Menurut pandangan Islam, keputusan pembelian akan terjadi apabila konsumen sudah mengetahui informasi secara jelas tentang produk yang akan dibelinya dan tidak mengandung unsur-unsur yang dilarang dalam ajaran agama Islam. Oleh karena itu, (1) kualitas produk dalam Islam berpengaruh terhadap keputusan pembelian. (2) Harga dalam Islam berpengaruh terhadap keputusan pembelian. (3) Citra merek dalam Islam berpengaruh terhadap keputusan pembelian. (4) Secara simultan kualitas produk, harga dan citra merek memiliki pengaruh terhadap keputusan pembelian.

Kata Kunci : *kualitas produk, harga, citra merek, dan keputusan pembelian*

ABSTRACT

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2018***

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The Influence Of Quality Products, Price, Promotion and Services Selling Full Of Purchasing Decisions Instant Coffee Good Day With Seen from The Perspective Of Islamic (Study Of The Student Faculty of Economics 2014 Yarsi University)

82 pages + xvi pages + 25 tables + 4 pictures + and 15 attachment

Abstract

The research objectives is to determine the influence of quality products, price, and brand image of purchasing decisions instant coffee Good Day. The Population of this research is the population of this research is student faculty of economics 2014 Yarsi University. Sampling technique used is accidental sampling using level of confidence formula with 75 respondents. Data were collected by questionnaire instrument. Data analysis methods used are multiple regression analysis.

The results showed that: (1) quality product has a positive and significant effect on purchasing decisions. (2) price has a positive and significant effect on purchasing decision. (3) brand image has a positive and significant effect on purchasing decision. (4) simultaneously, all independent variables have a significant influence on purchasing decision.

Overview from islamic perspective, purchasing decisions will occur if the consumer has known the information clearly about the product to be purchased and does not contain elements that are prohibited in Islamic religion. While the, (1) quality product from Islamic has a effect on purchasing decisions. (2) price from Islamic has a effect on purchasing decisions. (3) brand image from Islamic has a effect on purchasing decisions. (4) simultaneously, quality product, price and brand image from Islamic has a effect on purchasing decisions.

Keywords : quality product, price, brand image, and purchasing decision