

## ABSTRAK

Fakultas Ekonomi  
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**PENGARUH CITRA MEREK DAN HARGA TERHADAP MINAT BELI SERTA DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN DAN TINJAUANNYA MENURUT SUDUT PANDANG ISLAM (Studi Pada Mahasiswa Pengguna Air Minum Merek Sosro di Fakultas Ekonomi Universitas YARSI)**

131 halaman + xv halaman + 10 gambar + 30 tabel + 11 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan harga terhadap minat beli serta dampaknya terhadap keputusan pembelian Teh Botol Sosro di Fakultas Ekonomi Universitas Yarsi, dan untuk mengetahui citra merek, harga, minat beli dan keputusan pembelian teh botol sosro menurut sudut pandang Islam. Jenis penelitian ini adalah explanatory. Populasi penelitian adalah mahasiswa FE YARSI angkatan 2014. Sampel dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi Universitas Yarsi sebanyak 75 orang. Pengumpulan data yang digunakan dalam pengumpulan data adalah kuesioner. Teknik pengambilan sampel menggunakan teknik *random konvenien*. Teknik analisis data adalah Path Analysis. Hasil penelitian menunjukkan bahwa citra merek tidak berpengaruh signifikan namun berpengaruh terhadap minat beli dan keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap minat beli dan keputusan pembelian. Minat beli tidak memediasi citra merek dan harga terhadap keputusan pembelian.

Menurut sudut pandang Islam, citra merek terhadap 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, harus benar-benar jelas atau tidak ambigu.

**Kata Kunci:** Citra Merek, Harga, Minat Beli, dan Keputusan Pembelian

## **ABSTRACT**

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**THE INFLUENCE OF BRAND IMAGE AND PRICE ON THE BUYING INTEREST AND THE IMPACT ON THE PURCHASE DECISIONS AS WELL AS ITS OVERVIEW FROM THE ISLAMIC PERSPECTIVE (Study on Sosro Drink Consumers in the Faculty of Economics, Yarsi University)**

*131 pages + xv halaman + 10 images + 30 tables + 11 appendix*

### **Abstract**

*This research aimed to determine the effect of brand image and price on the buying interest as well as the impact on the Teh Botol Sosro's purchasing decision at the Faculty of Economics, Yarsi University, and also to understand the brand image, price, buying interest, and Teh Botol Sosro's purchasing decision from the Islamic perspective. This research was an explanatory research. The research population was the students of Yarsi's Faculty of Economics, class of 2014. The samples were 75 students of Faculty of Economics, Yarsi University. Data collection used was a questionnaire . The sampling technique used a convenience sampling technique. The data analysis technique was a Path Analysis. The results showed that brand image had no significant effect but had an effect on the buying interest and purchasing decision. Price had a positive and significant effect on the buying interest and purchasing decision. Buying interest did not mediate the brand image and price to the purchase decision.*

*According to the Islamic perspective, brand image on the purchasing decision would occurred if the consumers had already had a clear information about the product and it did not contain any elements which were prohibited according to the teachings of Islam. The information must be absolutely clear or unambiguous.*

**Keywords:** *Brand Image, Price, Buying Interest, and Purchase Decision*