

ABSTRAK

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PENGARUH KUALITAS PRODUK, CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE XIAOMI DAN TINJAUANNYA DARI SUDUT PANDANG ISLAM (Studi Pada Mahasiswa Universitas Yarsi Jurusan Manajemen)

103 + XV halaman, 17 tabel, 6 gambar dan 2 lampiran.

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh kualitas produk terhadap keputusan pembelian pada pengguna *Handphone* Xiaomi dan ada tidaknya pengaruh citra merek terhadap keputusan pembelian serta melihat ada atau tidaknya pengaruh Harga terhadap keputusan pembelian serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini ialah mahasiswa pengguna *Handphone* Xiaomi di Universitas Yarsi Jurusan Manajemen yang berjumlah 63 Responden. Teknik pengambilan sampel menggunakan metode *Non-probability Sampling* dengan pendekatan *purposive sampling*. Data dalam penelitian ini menggunakan metode survey melalui kuesioner yang diisi oleh konsumen. Data diperoleh dengan menggunakan analisis regresi berganda. Analisis ini meliputi uji validitas, uji reliabilitas, analisis deskriptif, uji asumsi klasik, analisis regresi berganda, uji hipotesis melalui uji t dan uji F melalui program SPSS 20 for windows. Berdasarkan hasil penelitian diperoleh kesimpulan : (1) Kualitas produk berpengaruh signifikan terhadap keputusan pembelian (2) Citra merek tidak berpengaruh signifikan terhadap keputusan pembelian (3) Harga berpengaruh signifikan terhadap keputusan pembelian. Menurut pandangan islam, kualitas produk, citra merek, harga terhadap keputusan pembelian pada mahasiswa Universitas Yarsi sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata kunci : Kualitas Produk, Citra Merek, Harga dan Keputusan Pembelian.

ABSTRACT

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THE INFLUENCE OF QUALITY PRODUCT, BRAND IMAGE AND PRICE TOWARD THE BUYING DECISION HANDPHONE XIAOMI AND SEEN FROM ISLAMIC POINT OF VIEW (STUDY ON STUDENT OF YARSI UNIVERSITY)

103 + XV pages, 17 tables, 6 picture and 2 attachments.

This study aims to determine whether or not the influence of product quality directly and indirectly to the buying decision Handphone Xiaomi and whether or not the influence of brand image to the buying decision and whether or not the influence of price to the buying decision and the review from an Islamic point of view. The population in this study is students Yarsi University in Management major who numbered 63 respondents. Sampling technique using non-probability method, with purposive sampling technique through the distribution of questionnaires. Methods of data analysis were done by testing the research instrument (test of validity and reliability test), descriptive analysis, classical assumption test through SPSS 20 for windows program. Based on the result of the research, it can be concluded : (1) product quality has a significant effect on buying decision (2) brand image has no significant effect on buying decision (3) price has a significant effect on buying decision. According to Islamic view, product quality, brand image and price to the buying decision to student Yarsi University in Management major have been done in accordance with Islamic principles.

Keywords : Quality Product, Brand Image, Price and the buying decision.