

ABSTRACT

Faculty of Economics

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The Effect of Brand Awareness, Price, and Promotion on Purchasing Decisions of Indosatoredoo Prepaid Card Purchase and its Overview According to Islamic Perspectives (Study on Students of the Faculty of Economics Management Study Program at YARSI University)

xvi+ 82 pages, 19 tables, 1 chart, 5 pictures, 2 attachments

Abstract Description

This study aims to examine the effect of variable brand awareness, price, and promotion on purchasing decisions on Indosatoredoo Prepaid Card consumers at the Faculty of Economics Management Study Program at YARSI University. This study uses quantitative methods. The total population in this study cannot be known with certainty due to the large number of consumers of Indosatoredoo Prepaid Cards for students at YARSI University. The sample method in this study uses purposive sampling method through questionnaires aimed at Indosatoredoo Prepaid Card consumers to students of the Faculty of Economics Management Study Program. The sample obtained from the number of Indosatoredoo Prepaid Card consumers is 63 people. The analytical method used in this study is multiple linear regression analysis. The results showed that brand awareness is negative and insignificant to purchasing decisions, while prices and promotions have a positive and significant effect on purchasing decisions. According to Islam, brand awareness, price, promotion and purchasing decisions of Indosatoredoo Prepaid Card consumers are in accordance with Islamic principles.

Keywords : Brand Awareness, Price, Promotion, Buying Decision.

ABSTRAK

Fakultas Ekonomi

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Pengaruh Kesadaran Merek (*Brand Awareness*), Harga, dan Promosi Terhadap Keputusan Pembelian Kartu Prabayar Indosatoredoo dan Tinjauannya Menurut Sudut Pandang Islam (Studi pada Mahasiswa Fakultas Ekonomi Program Studi Manajemen di Universitas YARSI)

xvi+ 82 halaman, 19 tabel, 1 grafik, 5 gambar, 2 lampiran

Deskripsi Abstrak

Penelitian ini bertujuan untuk menguji pengaruh variabel kesadaran merek, harga, dan promosi terhadap keputusan pembelian pada konsumen Kartu Prabayar Indosatoredoo di Fakultas Ekonomi Program Studi Manajemen di Universitas YARSI. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini jumlah keseluruhannya tidak dapat diketahui secara pasti dikarenakan jumlah konsumen Kartu Prabayar Indosatoredoo pada mahasiswa di Universitas YARSI yang terlalu banyak. Metode sampel pada penelitian ini menggunakan metode *purposive sampling* melalui penyebaran kuesioner yang ditujukan pada konsumen Kartu Prabayar Indosatoredoo pada mahasiswa Fakultas Ekonomi Program Studi Manajemen. Sampel yang diperoleh dari banyaknya konsumen Kartu Prabayar Indosatoredoo adalah sebanyak 63 orang. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kesadaran merek bernilai negatif dan tidak signifikan terhadap keputusan pembelian, sedangkan harga, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Menurut pandangan Islam, kesadaran merek, harga, promosi, dan keputusan pembelian pada konsumen Kartu Prabayar Indosatoredoo sudah sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Kesadaran Merek, Harga, Promosi, Keputusan Pembelian