

## ABSTRAK

Fakultas Ekonomi

Program Studi S-1 Manajemen

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Xiv + 133 halaman + 10 gambar + 29 tabel + 11 lampiran

**ANALISIS PENGARUH FITUR DAN CITRA MEREK TERHADAP MINAT BELI DAN DAMPAKNYA PADA KEPUTUSAN PEMBELIAN DAN TINJAUANNYA MENURUT SUDUT PANDANG ISLAM (Studi Pada Pengguna *Smartphone* iPhone di Fakultas Ekonomi Universitas Yarsi)**

### Uraian Abstraksi

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh fitur dan citra merek terhadap minat beli dan dampaknya pada keputusan pembelian *smartphone* iPhone di Fakultas Ekonomi Universitas Yarsi, serta untuk mengetahui fitur, citra merek, minat beli dan keputusan pembelian *smartphone* iPhone menurut sudut pandang islam. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian explanatory, sedangkan teknik pengumpulan data yang digunakan dalam pengumpulan data adalah kuesioner. Sampel dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Yarsi sebanyak 75 orang. Adapun teknik pengambilan sampel menggunakan teknik *accidental sampling*. Teknik analisis data yang digunakan adalah analisis *Path Analysis*, Uji Asumsi Klasik, koefisien determinasi, pengujian hipotesis secara parsial dan simultan. Hasil penelitian menunjukkan bahwa fitur mempunyai pengaruh signifikan terhadap minat beli dan keputusan pembelian. Citra merek tidak berpengaruh signifikan namun berpengaruh terhadap minat beli dan keputusan pembelian. Minat beli tidak memediasi pengaruh iklan dan citra merek terhadap keputusan pembelian.

Kata kunci : Fitur, Citra Merek, Minat Beli dan Keputusan Pembelian

## ABSTRACT

*Faculty of Economic  
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***ANALYSIS OF THE INFLUENCE OF FEATURES AND BRAND IMAGE ON THE INTEREST OF BUY AND ITS IMPACT OF THE PURCHASE AND REVIEW OF ACCORDING TO ISLAMIC PULL (Study on iPhone smartphone users at Yarsi University of Faculty of Economics)***

### **Description of Abstract**

*The purpose of this study is to determine the effect of features and brand image on buying interest and its impact on the iPhone smartphone purchase decision at Yarsi University Faculty of Economics, as well as to know the features, brand image, buying interest and purchasing decisions iPhone smartphone according to the point of view Islam. The type of research used in this study is explanatory research, while the data collection techniques used in data collection is a questionnaire. The sample in this study is the student Faculty of Economics, University of Yarsi as many as 75 people. The pressing of sampling using accidental sampling technique. Data analysis technique used is Path Analysis analysis, Classic Assumption Test, coefficient of determination, hypothesis testing partially and simultaneously. The results show that the features have a significant effect on buying interest and purchasing decisions. Brand image has no significant effect on buying interest and purchase decision. Buying interest does not mediate the effect of advertising and brand image on purchasing decisions.*

*Keywords: Features, Brand Image, Buying Interest, Purchase Decision*