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Pengaruh Kualitas Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Yang Dimediasi Oleh Citra Merek Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas YARSI Angkatan 2016

128 halaman + xvii halaman + 24 tabel + 7 gambar

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Sampo Pantene Yang Dimediasi Oleh Citra Merek Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas YARSI Angkatan 2016. Populasi penelitian adalah Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas YARSI Angkatan 2016 dengan jumlah 77 responden . Dan teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis deskriptif, pengujian instrumen penelitian, uji asumsi klasik, analisis jalur dan uji sobel melalui program SPSS (*statistical package for the social*). Hasil penelitian menunjukkan bahwa : kualitas produk berpengaruh positif dan signifikan terhadap citra merek, *word of mouth* berpengaruh positif dan signifikan terhadap citra merek, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek memediasi pengaruh kualitas produk terhadap keputusan pembelian, citra merek memediasi pengaruh *word of mouth* terhadap keputusan pembelian. Menurut pandangan Islam, terdapat kegiatan jual beli yang harus sesuai dengan kaidah Islam yaitu al-Qur'an dan Hadits, dimana penjual harus menjual barang yang sesuai dan bermanfaat bagi pembeli dengan tidak melebihi kan atau mengurangi timbangan jumlah barang yang dibeli, tidak mengatakan hal yang tidak sesuai dengan fakta produk nya dengan maksud tujuan tertentu.

Kata kunci: citra merek, kualitas produk, *word of mouth*, keputusan pembelian

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Effect Of Product Quality and Word Of Mouth with Costumer Decision in Brand Image as Mediation to The Students Of Faculty Of Economic At YARSI University 2016 force and seen From Islamic Presentative

128 pages + xvii pages + 24 tables + 7 picture

ABSTRACT

This research aim to determine to the Effect Of Product Quality and Word Of Mouth with Costumer Decision in Brand Image as Mediation to The Students to The Students Of Faculty Of Economic At YARSI University 2016 force and seen from Isamic Presentative.. The population of this research was the 2016 force faculty of economic business student at YARSI University with a sample 77 respondents. The sampling technique uses non probability sampling method, with purposive sampling technique throught questionnaires. Data anlysis method is done by path analysis (path analysis) throug the SPSS (statistical package for the social program. The result showed that product quality had a positif adn significant effect on brand image, word of mouth had a positif and significant effect of brand image, product quality had a positif and significant effect of purchase decision, word of mouth had a positif and significant of purchase decision brand image had a positif and significant of purchase decision brand image mediates the influence of product quality on purchasing decision , brand images mediates the influence of product quality on purchasing decision. According to the Islamic view there is some activites of buying and selling which that must be appropriate with the kaidah of Islam based on AlQur'an and Hadits.which seller is have to sell their product without decrease or increase and the produci is must be useful, and did'nt say thing that not based on factof the product with any direction.

Key Words : brand image, product quality, word of mouth, purchase decision