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PENGARUH KUALITAS PRODUK DAN *ENDORSEMENT* TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL PEMODERASI PADA PRODUK SEPATU FUTSAL SPECS INDONESIA SERTA TINJAUANYA DARI SUDUT PANDANG ISLAM (Studi Kasus Pada Fakultas Ekonomi Dan Bisnis Universitas Yarsi)

ABSTRAK

Tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh Kualitas produk, dan Endorsement, terhadap keputusan pembelian melalui kepuasan konsumen produk sepatu futsal specs Indonesia serta penyelarasan dengan sudut pandang islam. Sampel yang digunakan pada penelitian ini adalah Mahasiswa fakultas ekonomi Universitas Yarsi, dengan jumlah responden sebanyak 100. Teknik yang digunakan dalam pengambilan sampel adalah non probability sampling, dengan Teknik purposive sampling dengan melalui penyebaran kuesioner menggunakan Google Form. Metode analisis data dengan melakukan pengujian Validitas & Reabilitas, (uji) validitas dan uji reliabilitas), analisis deskriptif, uji asumsi klasik, analisis jalur, dan uji sobel melalui program SPSS 20 for windows. Hasil Penelitian ini menyimpulkan bahwa : (1) hasil uji secara parsial terdapat pengaruh yang signifikan antara Kualitas produk terhadap Kepuasan pelanggan . (2) hasil uji secara parsial terdapat pengaruh yang signifikan antara Endorsement terhadap Kepuasan pelanggan. (3) hasil uji secara parsial tidak terdapat pengaruh yang signifikan antara Kualitas produk terhadap Keputusan pembelian pada pelanggan . (4) hasil secara parsial terdapat pengaruh yang signifikan antara Endorsement terhadap Keputusan pembelian Konsumen . (5) hasil uji secara parsial terdapat pengaruh yang signifikan antara Kepuasan pelanggan terhadap Keputusan pembelian Pada pelanggan . (6) hasil uji simultan menunjukkan bahwa secara bersama-sama Kualitas produk, Endorsement dan Kepuasan pelanggan berpengaruh signifikan terhadap Keputusan pembelian pelanggan . (7) hasil uji simultan menunjukkan bahwa secara bersama-sama Kualitas produk dan Endorsement berpengaruh signifikan terhadap Keputusan pembelian pelanggan . (8) Dilihat dari ketentuan syarat tentang akad jual beli dalam Islam bahwa akad.

Kata Kunci: Kualitas Produk, *Endorsment*, Kepuasan Konsumen, Keputusan Pembelian

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THE EFFECT OF PRODUCT QUALITY AND ENDORSMENT ON PURCHASE DECISIONS WITH CONSUMER SATISFACTION AS A MODERATING VARIABLE ON THE SPECIAL FUTSAL SHOES PRODUCTS IN INDONESIA AND THE REVIEW OF ISLAMIC VIEWS (Case Study at the Faculty of Economics and Business of Yarsi University)

ABSTRACT

Purpose doing research this is to determine the effect of quality of the product, and Endorsement, against the decision of buying through the satisfaction of consumer products shoe futsal specs Indonesia as well as alignment with the angle of view of Islam . The samples were used in the research of this is the student faculty economics University Yarsi , With the number of respondents as many as 100. The technique used in taking the sample is non-probability sampling, with technique purposive sampling with through the deployment of questionnaires using a Google Form. Methods of analysis of data to perform testing validity & The reliability, (test) the validity and test reliability), the analysis of descriptive , test the assumptions of classical , analysis of pathways , and test Sobel through SPSS 20 for windows. Results of studies have concluded that : (1) the results of the test are partially there is influence that significantly between the quality of the product to the satisfaction of customers . (2) The results of the test are partially there is influence that significantly between Endorsement to the satisfaction of customers . (3) the results of the test are partially not there is influence that significantly between the quality of the product against the Decision of the purchase on the customer . (4) The results are partially there is influence that significantly between Endorsement of the Decree purchasing consumer . (5) the results of the test are partially there is influence that significantly between the satisfaction of customers to Decision purchases At the customer . (6) the results of tests simultaneously shows that it jointly Quality products , Endorsement and satisfaction of customer impact significantly on the Decree of purchase customers . (7) the results of tests simultaneously indicate that it together quality products and Endorsement impact significantly on the Decree of purchase customers . (8) Judging from the provisions of the conditions regarding the sale and purchase agreement in Islam that the contract .

Said Key : quality products , endorsment , Satisfaction Consumers ,Decision Purchase