

ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2020

Anugrah Gusti Pratama

120.2016.274

Pengaruh Citra Merek Terhadap Kepuasan Pelanggan Melalui Kepercayaan Pada Pengguna Handphone OPPO Dan Tinjauannya Dari Sudut Pandang Islam. (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Prodi Manajemen Angkatan 2016 Universitas YARSI).

133 halaman, 30 tabel, 6 gambar, 4 lampiran.

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh citra merek terhadap kepuasan pelanggan melalui kepercayaan pada pengguna handphone OPPO dan tinjauannya dari sudut pandang islam. Populasi penelitian ini adalah mahasiswa Prodi Manajemen Angkatan 2016 Fakultas Ekonomi dan Bisnis Universitas YARSI, Sampel dalam penelitian ini ialah mahasiswa yang menggunakan handphone OPPO dengan jumlah 114 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis jalur (*path analysis*) melalui program *SPSS 26 for windows*. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepercayaan konsumen, citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepercayaan konsumen berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepercayaan konsumen memediasi hubungan antara citra merek dengan kepuasan pelanggan. Menurut pandangan Islam, citra merek, kepuasan pelanggan dan kepercayaan konsumen pada pengguna handphone OPPO sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Citra Merek, Kepuasan Pelanggan, Kepercayaan Konsumen.

ABSTRACT

Faculty of Economics and Business

Bachelor of Management Study Program

2019

Anugrah Gusti Pratama

120.2016.274

Influence of Brand Image on Customer Satisfaction through Trust in OPPO Mobile Users and Its Overview From an Islamic Perspective. (Case Study of YARSI University 2016 Faculty of Economics and Business Faculty of Management Students).

133 pages, 30 tables, 6 pictures, 4 attachments.

Abstract Description

This study aims to determine whether there is influence of brand image on customer satisfaction through trust in OPPO mobile users and its overview from an Islamic perspective. The population of this study were students of Management Study Program 2016 YARSI University Faculty of Economics and Business, The sample in this study were students using OPPO mobile phones with a total of 114 respondents. The sampling technique uses non-probability sampling method, with purposive sampling technique through questionnaires. The method of data analysis is done by path analysis through the SPSS 26 for windows program. The results showed that their image was positive and significant to consumer trust, their image was positive and significant to customer satisfaction, consumer trust had a positive and significant effect on customer satisfaction, consumer trust mediated the relationship between brand image and customer satisfaction. According to the Islamic view, brand image, customer satisfaction and consumer trust in OPPO mobile users have been carried out in accordance with Islamic principles.

Keywords: Brand Image, Customer Satisfaction, Customer Trust.