

ABSTRAK

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Pengaruh Kualitas yang Dipersepsikan terhadap Keputusan Pembelian melalui Kepercayaan Merek sebagai Variabel Intervening serta tinjauan dari sudut Pandang Islam (Studi Kasus Pada Pengguna *Hand and body Lotion Citra* di Cianjur)

63 halaman + xv halaman + 11 tabel + 5 gambar dan 3 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas yang Dipersepsikan terhadap Keputusan Pembelian melalui Kepercayaan Merek sebagai Variabel Intervening serta tinjauan dari sudut Pandang Islam. Populasi dalam penelitian pengguna *Hand and body Lotion Citra* di Cianjur. Jumlah responden pada penelitian ini sebanyak 91orang. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa: (1) kualitas yang dipersepsikan berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value: <0.001) (2) kualitas yang dipersepsikan berpengaruh positif dan signifikan terhadap kepercayaan merek (p-value: <0.001) (3) kepercayaan merek berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value: <0.001) (4) kepercayaan merek dapat memediasi pengaruh kualitas yang dipersepsikan terhadap keputusan pembelian (p-value: <0.001)

Menurut Pandang Islam kualitas yang dipersepsikan oleh Citra *hand and body lotion* terhadap keputusan pembelian melalui kepercayaan merek sudah sejalan dengan prinsip ajaran Islam.

Kata Kunci : Kualitas yang Dipersepsikan, Keputusan Pembelian, Kepercayaan Merek, *PLS*

ABSTRACT

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The Influence of Perceived Quality on Purchase Decisions through Brand Trust as an Intervening Variable as well as a review from an Islamic point of view (Case Study on Citra Hand and Body Lotion Users in Cianjur)

63 pages + xv pages + 11 tables + 5 pictures and 3 attachments

Abstract

This study aims to determine the Effect of Perceived Quality on Purchase Decisions through Brand Trust as an Intervening Variable as well as a review from an Islamic point of view. The population in the study of users of Hand and Body Lotion Citra in Cianjur. The number of respondents in this study were 91 people. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling.

The results showed that: (1) perceived quality had a positive and significant effect on purchasing decisions (p-value: <0.001) (2) perceived quality had a positive and significant effect on brand trust (p-value: <0.001) (3) brand trust has a positive and significant effect on purchasing decisions (p-value: <0.001) (4) brand trust can mediate the effect of perceived quality on purchasing decisions (p-value: <0.001)

From an Islamic point of view, The perceived quality of Citra hand and body lotion in buying decisions through brand trust is in line with the principles of Islamic teachings.

Keywords : *Perceived Quality, Buying Decision, Brand Trust, PLS*