

## **ABSTRAK**

**Fakultas Ekonomi dan Bisnis**  
**Program Studi S-1 Manajemen**  
**2021**

Pengaruh Harga, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Fakultas Teknologi Informasi Universitas Yarsi).

113 Halaman + xv Halaman + 15 Tabel + 2 Gambar + 13 Lampiran

### **Abstrak**

Penelitian ini dilakukan untuk mengetahui pengaruh harga, kualitas produk dan citra merek terhadap keputusan pembelian. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 Mahasiswa, metode pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda, uji t dan uji F. Hasil penelitian menunjukkan bahwa: (1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian (2) kualitas produk tidak berpengaruh terhadap keputusan pembelian (3) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian (4) secara simultan seluruh variabel memiliki pengaruh yang signifikan terhadap keputusan pembelian. Dalam islam harga ditentungan oleh pemerintah dan penawaran keadilan dengan mempertimbangkan kepentingan para pihak yang terlibat di pasar.

Kata kunci: Harga, Kualitas Produk, Citra Merek, Keputusan Pembelian, Sudut Pandang Islam

## ABSTRACT

*Faculty of Economics and Business  
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*The Influence of Price, Product Quality and Brand Image on Purchase Decisions and Their Review from an Islamic Perspective (Case Study of the Faculty of Information Technology, Yarsi University).*

*113 Pages + xv Pages + 15 Tables + 2 Pictures + 13 Attachment*

### *Abstract*

*This research was conducted to determine the effect of price, product quality and brand image on purchasing decisions. The number of samples used in this study was 100 students, the data collection method used a questionnaire. Data analysis used multiple linear regression analysis, t test and F test. The results showed that: (1) price had a positive and significant effect on purchasing decisions (2) product quality had no positive and significant effect on purchasing decisions (3) brand image had a positive effect and significant on purchasing decisions (4) simultaneously all variables have a significant influence on purchasing decisions. In Islam, the price is determined by the government and the offer of justice takes into account the interests of the parties involved in the market.*

*Keywords : Price, Product Quality, Brand Image, Purchase Decision, Islamic Perspective.*