

## ABSTRAK

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2022

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**120.2018.094**

**Pengaruh *Content Marketing*, *Sales Promotion*, *Personal Selling* dan *Brand Image* Terhadap Minat Beli Pada CV Laditri Karya dan Tinjauannya Dalam Sudut Pandang Islam**

198 Halaman + xii halaman + 20 tabel + 12 gambar dan 5 lampiran

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh *content marketing*, *sales promotion*, *personal selling* dan *brand image* terhadap minat beli pada CV Laditri Karya. Populasi yang digunakan dalam penelitian ini adalah pengikut akun Instagram @laditrikarya dengan teknik pengambilan sampel menggunakan metode *non-probability sampling* dan berjumlah 100 responden. Penelitian ini bersifat deskriptif dan kuantitatif dengan pengumpulan data menggunakan metode survei berupa instrumen kuesioner. Metode analisis data yang digunakan ialah program *Statistical Program and Service Solution* atau SPSS 24. Hasil penelitian ini menyatakan bahwa : (1) *content marketing* tidak berpengaruh signifikan terhadap minat beli. (2) *sales promotion* berpengaruh positif dan signifikan terhadap minat beli. (3) *personal selling* tidak berpengaruh signifikan terhadap minat beli. (4) *brand image* berpengaruh positif dan signifikan terhadap minat beli. (5) *content marketing*, *sales promotion*, *personal selling* dan *brand image* berpengaruh terhadap minat beli secara simultan. Pada pandangan Islam *content marketing*, *sales promotion*, *personal selling* dan *brand image* yang diterapkan oleh CV Laditri Karya sudah memenuhi syariat Islam, yakni dengan berusaha memberi kebaikan kepada masyarakat luas melalui penyampaian informasi yang benar dan bermanfaat, strategi promosi dengan kejujuran dan amanah, etika penjualan yang jujur, dapat dipercaya, cerdas, komunikatif dan konsisten, serta membangun citra yang positif.

**Kata Kunci :** *Content Marketing*, *Sales Promotion*, *Personal Selling*, *Brand Image*, Minat Beli.

## **ABSTRACT**

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**The Influence of Content Marketing, Sales Promotion, Personal Selling and Brand Image on Buying Interest in CV Laditri Karya and its Review From an Islamic Perspective**

198 pages + xii pages + 20 tables + 12 pictures and 5 attachments

### **Abstract Description**

This research is conducted with the aim of testing the effect of content marketing, sales promotion, personal selling and brand image on buying interest in CV Laditri Karya. The population used in this study were followers of the Instagram account @laditrikarya with a sampling technique using the non-probability sampling method and totaling 100 respondents. This research is descriptive and quantitative with data collection using a survey method in the form of a questionnaire instrument. The data analysis method used is the Statistical Program and Service Solution or SPSS 24. The results of this study state that: (1) content marketing has no significant effect on buying interest. (2) sales promotion has a positive and significant effect on buying interest. (3) personal selling has no significant effect on buying interest. (4) brand image has a positive and significant effect on buying interest. (5) content marketing, sales promotion, personal selling and brand image affect buying interest simultaneously. In the view of Islam content marketing, sales promotion, personal selling and brand image applied by CV Laditri Karya have fulfilled Islamic law, namely by trying to give goodness to the wider community through the delivery of correct and useful information, promotion strategies with honesty and trustworthiness, sales ethics honest, trustworthy, intelligent, communicative and consistent, and build a positive image.

**Keywords :** *Content Marketing, Sales Promotion, Personal Selling, Brand Image, Buying Interest.*