

ABSTRAK

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Pengaruh Gaya Hidup, Citra Merek, *Brand Ambassador*, dan *Digital Marketing* terhadap Keputusan Pembelian *Mie Instant Lemonilo* Serta Tinjauan Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen *Mie Instant Lemonilo* di DKI Jakarta)

99 halaman + xiii halaman + 19 tabel + 4 gambar + 21 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, citra merek, *brand ambassador*, dan *digital marketing* terhadap keputusan pembelian *mie instant* Lemonilo serta tinjauan dari sudut pandang Islam. Populasi penelitian adalah penduduk DKI Jakarta. Teknik pemilihan sampel yaitu *purposive sampling* dan jumlah sampel sebanyak 102 responden. Data dikumpulkan menggunakan kuesioner. Metode analisis data yang digunakan analisis *SEM PLS*. Hasil penelitian menunjukkan bahwa : (1) Gaya Hidup berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) Citra Merek berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, (3) *Brand Ambassador* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, (4) *Digital Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, (5) Gaya Hidup, Citra Merek, *Brand Ambassador*, dan *Digital Marketing* dapat dijadikan model yang berpengaruh terhadap Keputusan Pembelian. Menurut pandangan Islam sebelum konsumen melakukan keputusan pembelian hendaknya seorang muslim berperilaku konsumsi terarah agar terhindar dari sifat tercela.

Kata kunci: Gaya Hidup, Citra Merek, *Brand Ambassador*, *Digital Marketing*, Keputusan Pembelian

ABSTRACT

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The Influence of Lifestyle, Brand Image, Brand Ambassador, and Digital Marketing on Purchase Decisions for Lemonilo Instant Noodle and an Islamic Viewpoint (Case Study on Lemonilo Instant Noodle Consumers in DKI Jakarta)

99 halaman + xiii halaman + 19 tabel + 4 gambar + 21 lampiran

Abstract

This study aims to determine the effect of lifestyle, brand image, brand ambassador, and digital marketing on purchasing decisions on Lemonilo instant noodle as well as a review from an Islamic point of view. The population is the population of DKI Jakarta. The sampling selection technique (purposive sampling) and the number of samples are 102 respondents. Data were collected by distributing questionnaires. The data analysis method used is SEM PLS. The results showed that: (1) Lifestyle had a positive and significant effect on purchasing decisions, (2) Brand Image had a positive and insignificant effect on purchasing decisions, (3) Brand Ambassador has a positive and insignificant effect on purchasing decisions, (4) Digital Marketing has a positive and significant effect on purchasing decisions, (5) Lifestyle, Brand Image, Brand Ambassador, and Digital Marketing can be used as models that influence the Purchase Decision. According to the Islamic view, before a consumer makes a purchase decision, a muslim should behave in directed consumption to avoid reprehensible nature.

Keyword: *Lifestyle, Brand Image, Brand Ambassador, Digital Marketing, Purchase Decision*