

ABSTRAK

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Pengaruh Strategi Promosi, Penetapan Harga, dan Digital Marketing Terhadap Peningkatan Penjualan Sabun Muka Golden Viera Serta Tinjauannya Dari Sudut Pandang Islam

108+xvi halaman, 21 tabel, 2 gambar, 3 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *strategi promosi, Penetapan Harga, dan Digital Marketing* terhadap *Peningkatan Penjualan Sabun Muka Golden Viera*. Selain itu, penelitian ini juga untuk mengetahui Apakah strategi promosi, penetapan harga, dan digital marketing berpengaruh terhadap peningkatan penjualan produk Sabun Muka Golden Viera serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini adalah pembeli serta mengetahui produk sabun muka golden viera dengan jumlah sampel sebanyak 120 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa: *Strategi Promosi* tidak berpengaruh signifikan terhadap peningkatan penjualan, *Penetapan Harga* berpengaruh positif dan signifikan terhadap Peningkatan Penjualan, *digital marketing* berpengaruh positif dan signifikan terhadap peningkatan penjualan, *strategi promosi, penetapan harga, dan digital marketing* berpengaruh secara simultan dan signifikan terhadap *peningkatan penjualan*. Menurut pandangan Islam *strategi promosi, penetapan harga dan digital marketing* pada produk sabun muka Golden Viera sudah sesuai dengan syariat Islam.

Kata Kunci : Strategi Promosi, Penetapan Harga, Digital Marketing, Peningkatan Penjualan

ABSTRACT

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The Influence of Promotional Strategy, Pricing, and Digital Marketing on Increasing Sales of Golden Viera Facial Soap and its Review from an Islamic Perspective

Abstract

This study aims to determine the effect of promotional strategies, pricing, and digital marketing on increasing sales of Golden Viera facial soap. In addition, this research is also to find out whether promotional strategies, pricing, and digital marketing have an effect on increasing sales of Golden Viera Facial Soap products and their review from an Islamic point of view. The population in this study are buyers and know the product of golden viera facial soap with a total sample of 120 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through the distribution of questionnaires. Data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that: Promotional Strategy had no significant effect on increasing sales, Pricing had a positive and significant effect on Sales Increase, digital marketing had a positive and significant effect on increasing sales, promotion strategies, pricing, and digital marketing had a simultaneous and significant effect on increasing sales. sales. According to the Islamic view, the promotion, pricing and digital marketing strategies for Golden Viera facial soap products are in accordance with Islamic law.

Keywords : Promotion Strategy, Pricing, Digital Marketing, Sales Increase