

ABSTRAK

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Pengaruh Citra Merek, Kemenarikan Desain Website, Dan Word Of Mouth Marketing Terhadap Keputusan Pembelian Produk Fashion Di Situs Zalora Indonesia Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Generasi Z Produk Fashion Zalora Di Jakarta)

89 halaman + xv halaman + 14 tabel + 3 gambar dan 3 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Merek, Kemenarikan Desain *Website*, Dan *Word Of Mouth Marketing* Terhadap Keputusan Pembelian Produk Fashion Di Situs Zalora Indonesia Serta Tinjauannya Dari Sudut Pandang Islam. Populasi dalam penelitian adalah Pelanggan Generasi Z Produk Fashion Zalora Di Jakarta. Teknik pengambilan sampel yang digunakan adalah *Convenience Sampling*.. Jumlah responden pada penelitian ini sebanyak 120 orang. 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 citra merek, kemenarikan desain *website*, dan *word of mouth marketing* dapat dijadikan model yang memiliki kesesuaian (*fit*) yang besar (GoF 0.764) untuk dijadikan model yang dapat memprediksi (Q^2 0.856) pengaruhnya terhadap keputusan pembelian. *Word of Mouth Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value: <0.001).

Citra Merek, Kemenarikan Desain *Website*, *Word Of Mouth Marketing*, dan Keputusan Pembelian produk Zalora telah menerapkan sesuai dengan prinsip Islam karena, telah menerapkan sifat *amanah* dan menghindari *kemubadziran*.

Kata Kunci : Citra Merek, Kemenarikan Desain *Website*, *Word Of Mouth Marketing*, *PLS*

ABSTRACT

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The Influence of Brand Image, Attractiveness of Website Design, and Word Of Mouth Marketing On The Decision To Purchase Fashion Products On The Zalora Indonesia Website And Its Review From An Islamic Perspective (Case Study On Generation Z Customers Of Zalora Fashion Products In Jakarta)

89 pages + xv pages + 14 tables + 3 pictures and 3 attachments

Abstract Description

This study aims to determine the effect of brand image, website design attractiveness, and word of mouth marketing on purchasing decisions for fashion products on the Zalora Indonesia website and its review from an Islamic perspective. The population in this study are Generation Z customers of Zalora Fashion Products in Jakarta. The sampling technique used was Convenience Sampling. The number of respondents in this study was 120 people. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results showed that brand image, attractiveness of website design, and word of mouth marketing can be used as models that have a large fit (GoF 0.764) to be used as models that can predict (Q2 0.856) their influence on purchasing decisions. Word of Mouth Marketing has a positive and significant effect on purchasing decisions (p-value: <0.001).

Brand Image, Website Design Attractiveness, Word Of Mouth Marketing, and Purchase Decisions for Zalora products have been implemented in accordance with Islamic principles because they have implemented the nature of trust and avoid waste.

Keywords : Brand Image, Attractive Website Design, Word Of Mouth Marketing, PLS