

## ABSTRAK

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**Pengaruh Kelas Sosial, Gaya Hidup, Brand Image, dan Inovasi Produk Terhadap Keputusan Pembelian Pakaian Merk H&M Serta Tinjauannya Dalam Perspektif Islam** (*Studi Pada Konsumen Pakaian H&M Mall Of Indonesia*).

149 halaman + xiii halaman + 24 tabel + 4 gambar

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh kelas sosial, gaya hidup, brand image dan inovasi produk terhadap keputusan pembelian. Sampel yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli pakaian H&M di Mall of Indonesia, Jakarta Utara, yang berjumlah 120 orang. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) secara parsial kelas sosial tidak berpengaruh terhadap keputusan pembelian. (2) secara parsial gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) secara parsial brand image berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) secara parsial inovasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) kelas sosial, gaya hidup, brand image dan inovasi produk secara simultan berpengaruh signifikan terhadap keputusan pembelian produk pakaian H&M Mall of Indonesia telah sesuai dengan syari'at-syari'at Islam. kelas sosial yang sudah baik dan merata dalam penyebarannya H&M tidak pandang bulu dalam melayani konsumennya, gaya hidup yang sederhana tidak mengarah pada kemewahan, keborosan dan mengutamakan manfaat, Brand Image yang dibangun dengan cara baik dan jujur, Inovasi Produk yang dikembangkan lebih bermanfaat bagi umat manusia dan sesuai dengan syari'at Islam. **Kata kunci** : Kelas Sosial, Gaya Hidup, Brand Image, Inovasi Produk dan Keputusan Pembelian

## ABSTRACT

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**The Influence of Social Class, Lifestyle, Brand Image, and Product Innovation on Purchase Decisions for H&M Brand Clothing and Its Review from an Islamic Perspective** (*Study on Consumer Clothing at H&M Mall Of Indonesia*).

*149 pages + xiii pages + 24 tables + 4 pictures*

### Abstract Description

This research was conducted with the aim of examining the influence of social class, lifestyle, brand image and product innovation on purchasing decisions. The sample used in this study were consumers who had purchased H&M clothing at the Mall of Indonesia, North Jakarta, totaling 120 people. Data collection method using a questionnaire. Data analysis using multiple linear regression analysis. The research results show that: (1) partially social class has no effect on purchasing decisions. (2) partially, lifestyle has a positive and significant effect on purchasing decisions. (3) partially brand image has a positive and significant effect on purchasing decisions. (4) partially product innovation has a positive and significant effect on purchasing decisions. (5) social class, lifestyle, brand image and product innovation simultaneously have a significant effect on purchasing decisions. Social class, lifestyle, brand image and purchasing decisions for H&M Mall of Indonesia clothing products are in accordance with Islamic shari'ah. This is because the social class that is good and evenly distributed in its distribution H&M does not discriminate in serving its consumers, a simple lifestyle does not lead to luxury, waste and prioritizes benefits, Brand Image that is built in a good and honest way, Product Innovations that are developed are more useful for mankind and in accordance with Islamic law.

**Keywords:** Social Class, Lifestyle, Brand Image, Product Innovation and Purchase Decision