

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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Pengaruh Promosi Dan Kualitas Produk Terhadap Kepuasan Konsumen Yang Dimediasi Oleh Citra Merek Serta Tinjauannya Dari Sudut Pandang Islam (Studi Pada Konsumen Produk Sabun Oilum Hydrating Care Cleansing Bar)

83 halaman + xvi halaman + 3 gambar, 15 tabel, 3 lampiran

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh promosi dan kualitas produk terhadap kepuasan konsumen dengan citra merek sebagai mediator. Penelitian didesain sebagai explanatory research. Populasi penelitian adalah konsumen Sabun Oilum Hydrating Care Cleansing Bar dengan sampel 108 responden. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan metode Partial Least Square Structural Equation Making. Hasil penelitian menunjukkan bahwa promosi tidak berpengaruh terhadap citra merek, kualitas produk berpengaruh terhadap citra merek, promosi tidak berpengaruh terhadap kepuasan konsumen, kualitas produk berpengaruh terhadap kepuasan konsumen, citra merek berpengaruh terhadap kepuasan konsumen, citra merek tidak dapat memediasi pengaruh promosi terhadap kepuasan konsumen, citra merek dapat memediasi pengaruh kualitas produk terhadap kepuasan konsumen. Dalam perspektif islam, Sabun Oilum Hydrating Care Cleansing Bar dalam menciptakan citra merek sudah jelas dan benar, promosi yang dilakukan juga sudah sesuai syariat islam tidak mengundang syahwat serta kualitas produknya terbukti jujur dan tidak berbohong kepada konsumen karena teruji secara klinis produknya halal bersertifikat MUI (BPOM: NA1818050041).

Kata kunci: *promosi, kualitas produk, citra merek, kepuasan konsumen*

ABSTRACT

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The Effect of Promotion and Product Quality on Consumer Satisfaction Mediated by Brand Image and Its Review from an Islamic Point of View (Study On Consumers of Oilum Hydrating Care Cleansing Bar Soap Products)

83 page + xvi page + 3 picture, 15 table, 3 attachment

Abstract Description

This study was conducted with the aim of examining the effect of promotion and product quality on customer satisfaction with brand image as a mediator. The research was designed as explanatory research. The study population was consumers of Oilum Hydrating Care Cleansing Bar Soap with a sample of 108 respondents. Data were collected using a questionnaire. Data analysis using the Partial Least Square Structural Equation Making method. The results showed that promotion has no effect on brand image, product quality affects on brand image, promotion has no effect on customer satisfaction, product quality affects on customer satisfaction, brand image affects on customer satisfaction, brand image cannot mediate the effect of promotion on customer satisfaction, brand image can mediate the effect of product quality on customer satisfaction. In an Islamic perspective, Oilum Hydrating Soap Care Cleansing Bar Soap in creating a brand image is clear and correct, the promotion carried out is also in accordance with Islamic law and does not invite lust and the quality of the product is proven to be honest and does not lie to consumers because it is clinically tested consumers because clinically tested products are MUI certified halal (BPOM: NA1818050041)

***Keywords:** promotion, product quality, brand image, consumer satisfaction*