

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
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Tasya Lutfia Putri
1202019252

Pengaruh Citra Merek, Kualitas Pelayanan, *Integrated Marketing Communications* dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian di Shopee Serta Ditinjau Dari Sudut Pandang Islam (Studi Kasus Pada Pengguna E-Commerce Shopee di Jakarta Utara)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh citra merek, kualitas pelayanan, *Integrated Marketing Communications* dan *Electronic Word Of Mouth* terhadap keputusan pembelian pada pengguna *E-Commerce* Shopee di Jakarta Utara. Populasi penelitian ini adalah pengguna *E-Commerce* Shopee di Jakarta Utara. Teknik Pengambilan sample menggunakan metode non-probability, dengan teknik purposive sampling melalui penyebaran kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linear berganda, uji t (parsial) dan uji f (simultan). Hasil penelitian menunjukkan bahwa: (1) Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) *Integrated Marketing Communications* berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap variabel dependent yaitu keputusan pembelian. Hal ini karena $F_{hitung} > F_{table}$ ($54.876 > 2.466$) dengan signifikan $< 0,05$ yaitu 0,00. Lalu didapati nilai R Square sebesar 0,698, maka 69,8% Keputusan Pembelian dipengaruhi oleh Citra Merek, Kualitas Pelayanan, *Integrated Marketing Communication* (IMC) dan *Electronic Word Of Mouth* (EWOM). Menurut pandangan Islam, pengaruh citra merek, kualitas pelayanan, *Integrated Marketing Communications*, *electronic word of mouth* dan keputusan pembelian pada pengguna Shopee di Jakarta Utara sudah dilakukan sesuai dengan syari'at islam.

Kata Kunci : Citra Merek, Kualitas Pelayanan, *Integrated Marketing Communications*, *Electronic Word Of Mouth* dan Keputusan Pembelian

ABSTRACT

Faculty of Economics and Business

Study Program of Management (S1)

2023

Tasya Lutfia Putri

1202019252

The Effect of Brand Image, Service Quality, Integrated Marketing Communications and Electronic Word Of Mouth on Purchase Decisions at Shopee and From an Islamic Perspective (Case Study on Shopee E-Commerce Users in North Jakarta)

Abstract Description

This study aims to determine whether there is influence of brand image, service quality, Integrated Marketing Communications and Electronic Word Of Mouth on purchasing decisions of E-Commerce Shopee users in North Jakarta. The population of this study are Shopee E-Commerce users in North Jakarta. Sampling technique using non-probability method, with purposive sampling technique by distributing questionnaires. The data analysis method used is multiple regression analysis, t test (partial) and f test (simultaneous). The results showed that: (1) Brand Image has a positive and significant effect on purchasing decisions, (2) Service Quality has a positive and significant effect on purchasing decisions, (3) Integrated Marketing Communications has a positive and significant effect on purchasing decisions, (4) Electronic Word Of Mouth positive and significant effect on purchasing decisions, (5) Simultaneously all independent variables have a significant influence on purchasing decisions. This is because $F_{\text{Count}} > F_{\text{Tabel}}$ ($54.876 > 2.466$) with a significance < 0.05 which is 0.00 . Then it was found that the R square value was 0.698 , so 69.8% of Purchase Decisions were influenced by Brand Image, Service Quality, Integrated Marketing Communications and Electronic Word Of Mouth. According to the Islamic view, the influence of brand image, service quality, integrated marketing communications, electronic word of mouth and purchasing decisions on Shopee users in North Jakarta has been carried out in accordance with Islamic shari'ah.

Keywords: Brand Image, Service Quality, Integrated Marketing Communications, Electronic Word Of Mouth and Purchase Decision