

ABSTRAK

Fakultas Ekonomi dan Bisnis

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Pengaruh Citra Merek, Kualitas Produk, Promosi, dan *Celebrity Endorser* Terhadap Keputusan Pembelian Produk Bittersweet by Najla Kalibata Serta Tinjauannya Dari Sudut Pandang Islam

Uraian Abstrak

Tujuan penelitian ini adalah untuk menguji Citra Merek, Kualitas Produk, Promosi, dan *Celebrity Endorser* Terhadap Keputusan Pembelian Produk Bittersweet by Najla Kalibata Serta Tinjauannya Dari Sudut Pandang Islam. Sampel yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli produk Bittersweet by Najla Kalibata yang berjumlah 110 orang. Teknik pengambilan sampel yang digunakan adalah teknik sampel *non probability sampling*. Data dikumpulkan dengan menggunakan metode *survey* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) citra merek berpengaruh positif terhadap keputusan pembelian. (2) kualitas produk berpengaruh positif terhadap keputusan pembelian. (3) promosi berpengaruh positif terhadap keputusan pembelian. (4) *celebrity endorser* berpengaruh positif terhadap keputusan pembelian. (5) citra merek, kualitas produk, promosi, dan *celebrity endorser* secara simultan berpengaruh terhadap keputusan pembelian. (6) Menurut pandangan Islam, citra merek, kualitas produk, promosi, dan *celebrity endorser* sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Citra Merek, Kualitas Produk, Promosi, *Celebrity Endorser* Dan Keputusan Pembelian

ABSTRACT

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The Influence of Brand Image, Product Quality, Promotion, and Celebrity Endorser on Purchasing Decisions Bittersweet Product by Najla Kalibata and Their Review from an Islamic Perspective

Abstract Description

The purpose of this study was to examine Brand Image, Product Quality, Promotion, and Celebrity Endorsers on the Purchase Decision of Bittersweet by Najla Kalibata Products and Their Views from an Islamic Perspective. The sample used in this study were 110 consumers who had purchased Bittersweet by Najla Kalibata products. The sampling technique used was non probability sampling technique. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is multiple regression analysis. The results of the study show that: (1) brand image has a positive effect on purchasing decisions. (2) product quality has a positive effect on purchasing decisions. (3) promotion has a positive effect on purchasing decisions. (4) celebrity endorser has a positive effect on purchasing decisions. (5) brand image, product quality, promotion, and celebrity endorser simultaneously influence purchasing decisions. (6) According to the Islamic view, brand image, product quality, promotion, and celebrity endorsers have been carried out in accordance with Islamic principles.

Keywords: Brand Image, Product Quality, Promotion, Celebrity Endorser and Purchase Decision