

ABSTRAK

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Pengaruh Persepsi Harga, Persepsi Promosi, Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Air Mineral Nestle Pure Life Dengan Citra Merek Sebagai Variabel Moderasi Serta Tinjauannya Menurut Sudut Pandang Islam (Studi Kasus Pada Konsumen Air Mineral Nestle Pure Life Di Kelurahan Tugu Selatan)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Persepsi Harga, Persepsi Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Air Mineral Nestle Pure Life Dengan Citra Merek Sebagai Variabel Moderasi (Studi Kasus Pada Konsumen Air Mineral Nestle Pure Life Di Kelurahan Tugu Selatan). Jumlah responden dalam penelitian ini sebanyak 105 orang. Teknik pengambilan sampel yang digunakan yaitu *Purposive Sampling* melalui penyebaran kuesioner. Metode analisis data yang digunakan yaitu analisis deskriptif dengan menggunakan SPSS, uji kualitas data, uji asumsi klasik, uji koefisien determinasi (R^2) dan uji hipotesis. Hasil penelitian menunjukkan bahwa : (1) Persepsi Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) Persepsi Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) Citra Merek memperlemah pengaruh Persepsi Harga terhadap Keputusan Pembelian. (5) Citra Merek memperlemah pengaruh Persepsi Promosi terhadap Keputusan Pembelian. (6) Citra Merek memperlemah pengaruh Kualitas Produk terhadap Keputusan Pembelian. (7) Dalam perspektif Islam, produk air mineral nestle pure life telah menerapkan prinsip ekonomi islam yaitu harga produk yang ditawarkan sesuai dengan kualitas produk, promosi yang dilakukan tidak ada unsur penipuan, produk yang dihasilkan berkualitas baik, citra merek yang dibangun sudah baik dan tidak ada unsur mendzalimi pembeli.

Kata kunci : Persepsi Harga, Persepsi Promosi, Kualitas Produk, Citra Merek, Keputusan Pembelian

ABSTRACT

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The Influence of Price Perception, Promotion Perception, Product Quality on Purchasing Decisions for Nestle Pure Life Mineral Water Products with Brand Image as a Moderating Variable and Review from an Islamic Perspective (Case Study of Nestle Pure Life Mineral Water Consumers in Tugu Selatan District)

Abstrak Description

This research aims to determine and analyze the influence of price perceptions, promotion perceptions and product quality on purchasing decisions for Nestle Pure Life Mineral Water with Brand Image as a Moderating Variable (Case Study of Nestle Pure Life Mineral Water Consumers in Tugu Selatan District). The number of respondents in this study was 105 people. The sampling technique used was Purposive Sampling through distributing questionnaires. The data analysis methods used are descriptive analysis with SPSS, data quality testing, classical assumption testing, coefficient of determination (R²) testing and hypothesis testing. The research results show that: (1) Price Perception has a positive and significant effect on Purchasing Decisions. (2) Promotion Perceptions have a positive and significant effect on Purchasing Decisions. (3) Product quality has a positive and significant effect on purchasing decisions. (4) Brand Image weakens the influence of Price Perception on Purchasing Decisions. (5) Brand Image weakens the influence of Promotion Perception on Purchasing Decisions. (6) Brand Image weakens the influence of Product Quality on Purchasing Decisions. (7) From an Islamic perspective, Nestle Pure Life mineral water products have implemented Islamic economic principles, namely the price of the product offered is in accordance with the quality of the product, the promotion carried out does not contain any elements of fraud, the product produced is of good quality, the brand image that is built is good and does not there is an element of bullying the buyer.

Keywords: Price Perception, Promotion Perception, Product Quality, Brand Image, Purchase Decision