

ABSTRAK

Fakultas Ekonomi dan Bisnis
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Annisa Putri Andini

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Pengaruh Persepsi Harga, Brand Image, Promosi, dan Loyalitas Pelanggan terhadap Keputusan Pembelian Merchandise K-Pop serta Tinjauannya dalam Sudut Pandang Islam (Studi pada penggemar K-Pop di Wilayah DKI Jakarta)

(115 halaman + xvi halaman + 21 tabel + 8 gambar + 8 lampiran)

Uraian Abstrak

Tujuan penelitian ini adalah untuk menganalisis Pengaruh Persepsi Harga, *Brand Image*, Promosi, dan Loyalitas Pelanggan Terhadap Keputusan Pembelian Merchandise K-Pop di wilayah DKI Jakarta dan Tinjauannya dalam Islam. Penelitian ini menggunakan sampel penggemar K-Pop yang berwilayah di DKI Jakarta sejumlah 147 responden. Teknik pengambilan sampel ini digunakan dengan *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian (4) loyalitas pelanggan tidak berpengaruh signifikan terhadap keputusan pembelian (5) persepsi harga, *brand image*, promosi, dan loyalitas pelanggan secara simultan berpengaruh signifikan terhadap keputusan pembelian. Penelitian ini juga dilengkapi dengan kajian Islam terhadap persepsi harga, *brand image*, promosi, dan loyalitas pelanggan yang menunjukkan adanya keterkaitan mencerminkan penerapan nilai-nilai Islam

Kata Kunci: Persepsi Harga, *Brand Image*, Promosi, Loyalitas Pelanggan, Keputusan Pembelian, Merchandise K-Pop

ABSTRACT

Faculty of Economics and Business

Study Program S-1 Management

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Annisa Putri Andini

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The Effect of Price Perception, Brand Image, Promotion, and Customer Loyalty on K-Pop Merchandise Purchasing Decisions: An Islamic Perspective (Study of K-Pop Fans in DKI Jakarta)

(115 pages + xvi pages + 21 tables + 8 figures + 8 attachments)

Abstract Description

The purpose of this study is to analyze the influence of price perception, brand image, promotion, and customer loyalty on purchasing decisions of K-Pop merchandise in the DKI Jakarta region, as well as to examine these factors from an Islamic perspective. This study uses a sample of 147 K-Pop fans located in DKI Jakarta, selected through purposive sampling. Data were collected using a survey method with a questionnaire as the research instrument. The data analysis method employed in this study is multiple regression analysis. The results show that: (1) price perception has a positive and significant effect on purchasing decisions; (2) brand image has a positive and significant effect on purchasing decisions; (3) promotion has a positive and significant effect on purchasing decisions; (4) customer loyalty does not have a significant effect on purchasing decisions; and (5) price perception, brand image, promotion, and customer loyalty simultaneously have a significant effect on purchasing decisions. This study is also complemented by an Islamic perspective review of price perception, brand image, promotion, and customer loyalty, which indicates a relationship that reflects the application of Islamic values in consumer behavior.

Keywords: *Price Perception, Brand Image, Promotion, Customer Loyalty, Purchasing Decision, K-Pop Merchandise*