

ABSTRAK

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Pengaruh Brand Ambassador, Kualitas Produk, Viral Marketing, dan Persepsi Harga Terhadap Keputusan Pembelian Serta Tinjauan dari Sudut Pandang Islam (Studi Kasus pada Produk Azarine Hydrasoothe Sunscreen Gel di DKI Jakarta)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Brand Ambassador, Kualitas Produk, Viral Marketing, dan Persepsi Harga Terhadap Keputusan Pembelian pada produk Azarine dan tinjauan dari sudut pandang Islam. Teknik pengambilan sampel yang digunakan adalah Purposive Sampling dengan pendekatan Non-Probability Sampling dengan jumlah sampel sebanyak 157 responden melalui penyebaran kuesioner. Metode analisis yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: (1) Brand ambassador berpengaruh positif terhadap keputusan pembelian. (2) Kualitas Produk berpengaruh positif terhadap keputusan pembelian. (3) Viral marketing berpengaruh positif terhadap keputusan pembelian. (4) Persepsi Harga tidak berpengaruh terhadap keputusan pembelian. (5) Brand Ambassador, Kualitas Produk, Viral Marketing, dan Persepsi Harga secara simultan berpengaruh positif terhadap keputusan pembelian. Menurut pandangan Islam, Brand Ambassador, Kualitas Produk, Viral Marketing, Persepsi Harga, dan Keputusan Pembelian (Studi Kasus pada Produk Azarine Hydrasoothe Sunscreen Gel di DKI Jakarta) telah memenuhi standar syariat dalam Islam.

Kata kunci: Brand Ambassador, Kualitas Produk, Viral Marketing, Persepsi Harga, dan Keputusan Pembelian

ABSTRACT

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The Influence of Brand Ambassadors, Product Quality, Viral Marketing, and Price Perception on Purchasing Decisions and an Islamic Perspective (Case Study of Azarine Hydrasoothe Sunscreen Gel in DKI Jakarta)

Abstract Description

This study aims to determine the influence of Brand Ambassador, Product Quality, Viral Marketing, and Price Perception on Purchasing Decisions on Azarine products and perspectives from an Islamic perspective. The sampling technique used is Purposive Sampling with a Non-Probability Sampling approach with a sample size of 157 respondents through questionnaire distribution. The analysis method used is multiple linear regression analysis. The results of this study indicate that: (1) Brand Ambassador has a positive and significant effect on purchasing decisions. (2) Product Quality has a positive and significant effect on purchasing decisions. (3) Viral marketing has a positive and significant effect on purchasing decisions. (4) Price Perception does not have a significant effect on purchasing decisions. (5) Brand Ambassador, Product Quality, Viral Marketing, and Price simultaneously have a positive and significant effect on purchasing decisions. According to the Islamic perspective, Brand Ambassador, Product Quality, Viral Marketing, Price Perception, and Purchasing Decisions (Case Study on Azarine Hydrasoothe Sunscreen Gel Products in DKI Jakarta) have met Islamic sharia standards.

Keywords: *Brand Ambassador, Product Quality, Viral Marketing, Price Perception, and Purchasing Decisions*