

## Abstrak

Skripsi dengan judul “Pengaruh Harga, Citra Merek, Gaya Hidup dan Kualitas Produk terhadap Keputusan Pembelian Paket Internet Telkomsel pada Mahasiswa Jurusan Ekonomi Syariah Institut Agama Islam Negeri Tulungagung” ini ditulis oleh Luqy Rif’an Fauzi, NIM 17402153212, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, Institut Agama Islam Negeri Tulungagung dibimbing Dyah Pravitasari, S.E, M.S.A.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi dan ilmu pengetahuan yang semakin pesat dan kompleks, yang secara tidak langsung juga berdampak pada semakin meningkatnya persaingan bisnis dan usaha, khususnya bisnis dan usaha operator kartu seluler. Untuk memenangkan persaingan pasar, para pelaku usaha harus memiliki strategi terbaik supaya mampu menarik perhatian konsumen dan mempengaruhi keputusan pembeliannya.

Rumusan masalah dalam penelitian ini ialah: (1) Apakah harga berpengaruh terhadap keputusan pembelian paket internet Telkomsel pada mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung? (2) Apakah citra merek berpengaruh terhadap keputusan pembelian paket internet Telkomsel pada mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung? (3) Apakah gaya hidup berpengaruh terhadap keputusan pembelian paket internet Telkomsel pada mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung? (4) Apakah kualitas produk berpengaruh terhadap keputusan pembelian paket internet Telkomsel pada mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung? (5) Apakah harga, citra merek, gaya hidup dan kualitas produk secara bersama-sama berpengaruh terhadap keputusan pembelian paket internet Telkomsel pada mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung?

Dalam penelitian ini menggunakan pendekatan kuantitatif dengan subyek penelitian Mahasiswa Jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung. Untuk teknik pengumpulan data dilakukan dengan cara observasi, angket dan dokumentasi. Tahap selanjutnya, menganalisis data, dengan model regresi berganda, hipotesis, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa: (1) pengaruh harga berpengaruh positif dan signifikan terhadap keputusan pembelian paket internet Telkomsel. (2) pengaruh citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian paket internet Telkomsel. (3) pengaruh gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian paket internet Telkomsel. (4) pengaruh kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian paket internet Telkomsel. (5) pengaruh harga, citra merek, gaya hidup dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian paket internet Telkomsel.

**Kata Kunci :** *Harga, Citra Merek, Gaya Hidup, Kualitas Produk dan Keputusan Pembelian.*

## Abstract

This thesis with title "The Effect of Price, Brand Image, Lifestyle and Product Quality on Decisions of Purchasing Telkomsel Internet Package of the student of Islamic Economics Department Institutue Islamic State of Tulungagung " was written by Luqy Rif'an Fauzi, NIM 17402153212, Faculty of Economics and Islamic Business, Department of Sharia Economics, Islamic Institute of Tulungagung guided by Dyah Pravitasari, S.E, M.S.A.

This research is motivated by the increasingly rapid and complex development of technology and science, which indirectly also has an impact on increasing business competition, especially of cellular card operators. To win a market competition, the businessman must have the best strategy to be able to attract the attention of consumers and influence their purchasing decisions.

The formula of the problem in this study are: (1) Does the price affect the purchasing decision of Telkomsel internet packages on students of the Department of Islamic Economics IAIN Tulungagung? (2) Does the brand image influence the purchasing decision of Telkomsel internet packages in students of the Department of Islamic Economics IAIN Tulungagung? (3) Does lifestyle affect the decision to purchase Telkomsel internet packages on students of the Department of Islamic Economics IAIN Tulungagung? (4) Does product quality influence the purchasing decisions of Telkomsel internet packages in students of the Department of Islamic Economics IAIN Tulungagung? (5) Do the price, brand image, lifestyle and product quality together influence the purchasing decision of Telkomsel internet packages of the Department of Islamic Economics IAIN Tulungagung?

In this study, the researcher uses a quantitative approach with research subjects of the students of Economic Sharia of Economic Faculty Departement and Islamic Business IAIN Tulungagung. As for data collection techniques done by observation, questionnaire and documentation. The next stage, analyzing the data, with multiple regression models, hypotheses, and withdraw conclusion.

The result showed that: (1) the effect of price had a positive and significant effect on the decision to purchase Telkomsel internet packages. (2) the influence of brand image has a positive and significant effect on the decision to purchase Telkomsel internet packages. (3) the influence of lifestyle has a positive and significant effect on the decision to purchase Telkomsel internet packages. (4) the effect of product quality has a positive and significant effect on the decision to purchase Telkomsel internet packages. (5) the effect of price, brand image, lifestyle and product quality has a positive and significant effect on the decision to purchase Telkomsel internet packages.

**Keyword :** *Price, Brand Image, Lifestyle, Quality Product and Purchasing Decision.*