

ABSTRAK

Skripsi yang berjudul “Pengaruh Iklan Televisi, Citra Merk, Kualitas Produk Dan Keberagaman Varian Produk Terhadap Keputusan Konsumen Membeli Produk Kosmetik Pixy Dalam Persepektif Ekonomi Islam (Studi Pada Mahasiswi Jurusan Ekonomi Syariah Iain Tulungagung)” ini ditulis oleh Dhea Ayu Santika Dewi, NIM. 17402163229, Pembimbing Dr. Hj.Nur Aini Latifah, SE., MM.

Penelitian ini dilatar belakangi oleh adanya persaingan bisnis kosmetik yang semakin ketat yang mana banyak sekali inovasi produk kosmetik dan brand baru yang bermunculan juga kesulitan penjualan produk kosmetik pixy akibat pandemi covid-19 yang mengakibatkan penurunan penjualan produk.

Rumusan masalah dalam skripsi ini adalah (1) apakah iklan televisi memiliki pengaruh signifikan terhadap keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung?, (2) apakah citra merk memiliki pengaruh signifikan terhadap keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung?, (3) apakah kualitas produk memiliki pengaruh signifikan keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung?, (4) apakah keberagaman varian produk memiliki pengaruh signifikan keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung?, (5) Apakah iklan televisi, citra merk, kualitas produk, dan keberagaman varian produk memiliki pengaruh signifikan terhadap keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung?.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Teknik yang digunakan dalam pengambilan sampel pada penelitian ini menggunakan rumus slovin. Tahap pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data menggunakan analisis kuantitatif dengan menggunakan analisis statistik yaitu uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji T dan Uji F serta uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa (1) iklan televisi berpengaruh positif dan signifikan terhadap keputusan konsumen membeli produk kosmetik pixy, (2) citra merk berpengaruh positif dan signifikan terhadap keputusan konsumen membeli produk kosmetik pixy, (3) kualitas produk berpengaruh positif dan signifikan terhadap keputusan konsumen membeli produk kosmetik pixy, (4) keberagaman varian produk berpengaruh positif dan signifikan terhadap keputusan konsumen membeli produk kosmetik pixy, (5) iklan televisi, citra merk, kualitas produk, dan keberagaman varian produk secara simultan berpengaruh terhadap keputusan konsumen membeli produk kosmetik pixy pada mahasiswi jurusan ekonomi syariah IAIN Tulungagung

Kata Kunci: Iklan Televisi, Citra Merk, Kualitas Produk, Keberagaman Varian produk, Keputusan Pembelian

ABSTRACT

This thesis entitled "The Influence of Television Advertising, Brand Image, Product Quality and Product Variance Against Consumer Decisions to Buy Pixy Cosmetics Products from an Islamic Economic Perspective (Study on Sharia Economics Student Iain Tulungagung)" was written by Dhea Ayu Santika Dewi, NIM. 17402163229, Advisor Dr. Nur Aini Latifah, SE., MM.

This research is motivated by the increasingly fierce and challenging cosmetic business competition where there are lots of cosmetic product innovations and new brands that have emerged as well as the difficulty of selling pixy cosmetic products due to the Covid-19 pandemic which resulted in a decrease in product sales, it is necessary for an institution to pay attention to several factors that can influence consumer purchasing decisions. Because before deciding to choose or use a product, consumers will consider many things. Such as considering his interest in television commercials, product quality, product variants and brand image because brand image has a positive influence on consumer decisions in buying pixy cosmetic products.

The formulation of the problems in this thesis are (1) does television advertising have a significant effect on consumer decisions to buy pixy cosmetic products for students majoring in Islamic economics at IAIN Tulungagung? Islamic economics IAIN Tulungagung ?, (3) Does product quality have a significant influence on consumer decisions to buy pixy cosmetic products for students majoring in Islamic economics at IAIN Tulungagung? syariah IAIN Tulungagung ?, (5) Do television advertisements, brand image, product quality, and product variants have a significant influence on consumer decisions to buy pixy cosmetic products for students majoring in Islamic economics at IAIN Tulungagung ?.

The method used in this research is quantitative method. The technique used in sampling in this study uses the Slovin formula. The data stage in the study used a questionnaire. The data analysis technique used quantitative analysis using statistical analysis, namely validity test, reliability test, normality test, classical assumption test, multiple linear regression test, T test and F test and the coefficient of determination test.

The results showed that (1) television advertising had a positive and significant effect on consumer decisions to buy Pixy cosmetic products, (2) brand image had a positive and significant effect on consumer decisions to buy Pixy cosmetic products, (3) product quality had a positive and significant effect on consumer decisions. buying pixy cosmetic products, (4) the diversity of product variants has a positive and significant effect on consumer decisions to buy pixy cosmetic products, (5) Television advertisements, brand image, product quality, and diversity of product variants simultaneously influence consumer decisions to buy cosmetic products Pixy for students majoring in Islamic economics, IAIN Tulungagung.

Keywords: *Television Advertising, Brand Image, Product Quality, Product Variant Diversity, Purchase Decision*