

ABSTRAK

Skripsi dengan judul “Pengaruh Potongan Harga, Desain Produk Dan Citra Merek Terhadap Keputusan Pembelian Di Toko Nibras *Fashion* Muslimah Cabang Munjungan Trenggalek” yang ditulis oleh Nabila Sefi Diani, NIM. 12402173613, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Tulungagung dengan pembimbing Lativa Hartiningtyas, M.Pd.

Penelitian skripsi ini dilatar belakangi oleh persaingan bisnis yang saat ini semakin ketat, setiap perusahaan senantiasa berupaya untuk mendapatkan pangsa pasar yang selalu bertumbuh. Perusahaan yang dulunya masih melaksanakan kegiatan jual beli tradisional mulai berubah menjadi jual beli yang lebih praktis, cepat dan ekonomis. Pertumbuhan usaha *fashion* khususnya *fashion* muslimah di Indonesia sangat pesat. Seiring dengan pesatnya perkembangan usaha *fashion* muslimah ini, maka persaingan di bidang pemasaran *fashion* muslimah pun semakin meningkat. Perlunya strategi pemasaran yang tepat untuk menarik konsumen untuk dapat membeli produk tersebut. Beberapa faktor yang mempengaruhi keputusan pembelian antara lain potongan harga, desain produk dan citra merek.

Rumusan masalah dalam penelitian ini meliputi 1) bagaimana pengaruh potongan harga terhadap keputusan pembelian di toko nibras *fashion* muslimah cabang Munjungan Trenggalek?, 2) bagaimana pengaruh desain produk terhadap keputusan pembelian di toko nibras *fashion* muslimah cabang Munjungan Trenggalek?, 3) bagaimana pengaruh citra merek terhadap keputusan pembelian di toko nibras *fashion* muslimah cabang Munjungan Trenggalek?, 4) apakah ada pengaruh signifikan antara potongan harga, desain produk dan citra merek terhadap keputusan pembelian di toko nibras *fashion* muslimah cabang Munjungan Trenggalek?.

Penelitian ini menggunakan pendekatan Kuantitatif dengan jenis penelitian asosiatif. Dalam penelitian ini data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebar pada responden pengunjung Toko Nibras *fashion* Muslimah Cabang Munjungan Trenggalek sebanyak 100 responden. Data kuesioner dianalisis menggunakan SPSS 21.0 dengan melakukan beberapa tahap uji analisis data, uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis (uji t dan F) dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial potongan harga, desain produk dan brand citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Di Toko Nibras *fashion* Muslimah Cabang Munjungan Trenggalek. Sedangkan secara simultan potongan harga, desain produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Di Toko Nibras *fashion* Muslimah Cabang Munjungan Trenggalek dengan total pengaruh sebesar 69,4%. Peneliti selanjutnya disarankan dapat meneliti faktor lain yang dapat mempengaruhi keputusan pembelian seperti pelayanan dan iklan/promosi. Hal ini diharapkan agar dalam penelitian selanjutnya dapat lebih maksimal dan berwawasan lebih luas.

Kata Kunci: Citra Merek, Potongan harga, Desain Produk, Keputusan Pembelian

ABSTRACT

Thesis with title “The Influence of Price Discounts, Product Design and Brand Image on Purchase Decisions at the Nibras Fashion Muslimah Store, Munjungan Trenggalek Branch” Written by Nabila Sefi Diani, NIM. 12402173613. Faculty of Economics and Islamic Business, Department of Syariah Ekonomi, Islamic Religion Institute Tulungagung. Advisor: Lativa Hartiningtyas, M.Pd.

This thesis research is Competition in today's business is getting tougher, every company is always trying to get market share that is always growing. Companies that used to still carry out traditional buying and selling activities began to turn into buying and selling that were more practical, fast and economical. The growth of the fashion business, especially Muslim fashion in Indonesia, was very rapid. Along with the rapid development of this Muslim fashion business, the competition in the marketing field of Muslim fashion is also increasing. The need for the right marketing strategy to attract consumers to be able to buy these products. Several factors that influence purchasing decisions include price discounts, product design and brand image.

The formulation of the problem in this study includes 1) how is the effect of price discounts on purchasing decisions at the Munjungan Trenggalek branch of Muslim fashion nibras store?, 2) how is the effect of product design on purchasing decisions at the Munjungan Trenggalek branch of Muslim fashion nibras shop?, 3) how is the influence of brand image on purchasing decisions at the Munjungan Trenggalek branch of Muslim fashion nibras store?, 4) Is there a significant influence between price discounts, product design and brand image on purchasing decisions at the Munjungan Trenggalek Muslim fashion nibras store?.

This study uses a quantitative approach with the type of associative research. In this study, the data used were primary data obtained from questionnaires distributed to respondents who visited the Nibras Fashion Muslimah Store, Munjungan Trenggalek Branch, as many as 100 respondents. Questionnaire data were analyzed using SPSS 21.0 by performing several stages of data analysis test, validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis test (t and F test) and coefficient of determination.

The results showed that partially discounted prices, product design and brand image had a positive and significant effect on purchasing decisions at the Nibras Fashion Muslimah Store, Munjungan Trenggalek Branch. Meanwhile, simultaneously discounted prices, product design and brand image have a positive and significant impact on purchasing decisions at the Nibras Fashion Muslimah Store, Munjungan Trenggalek Branch with a total effect of 69.4%. Further researchers are advised to examine other factors that can influence purchasing decisions such as services and advertising/promotions. It is hoped that in future research it can be more optimal and have a broader perspective.

Keywords: *Brand Image, Discounts, Product Design, Purchase Decisio*