

## ABSTRAK

Skripsi dengan judul “Pengaruh Promosi, Kualitas Produk, dan *Islamic Branding* terhadap Keputusan Pembelian Produk Pakaian Pada Mahasiswa Program Studi MKS UIN SATU Tulungagung Melalui *Marketplace* Shopee” ini ditulis oleh Sindi Yasika, NIM 12405183352, pembimbing Prof. Dr. Agus Eko Sujianto, S.E., M.M.

Penelitian ini dilatar belakangi oleh banyaknya mahasiswa yang melakukan aktivitas belanja secara online pada *marketplace* shopee. Peneliti ingin mengetahui faktor-faktor apa sajakah yang digunakan oleh pembeli sebagai bahan pertimbangan untuk melakukan pembelian secara online.

Rumusan masalah dalam penelitian ini adalah: 1) Bagaimana pengaruh variabel promosi terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee? 2) Bagaimana pengaruh variabel kualitas produk terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee? 3) Bagaimana pengaruh variabel *Islamic branding* terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee? 4) Bagaimana pengaruh promosi, kualitas produk, dan *islamic branding* secara bersama-sama terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee? Adapun tujuan penelitian ini adalah untuk menguji adanya pengaruh variabel promosi, kualitas produk, dan *Islamic branding* terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee secara parsial dan simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Jumlah sampel yang digunakan sebanyak 85 mahasiswa program studi MKS UIN SATU Tulungagung Angkatan 2018 yang menjadi konsumen shopee. Teknik analisis data menggunakan uji instrument data, uji asumsi klasik, uji analisis data, uji hipotesis, dan uji koefisien determinasi.

Hasil dari penelitian ini adalah: 1) promosi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, 2) kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, 3) *Islamic branding* secara parsial terdapat pengaruh positif dan signifikan terhadap keputusan pembelian. 4) pengujian variabel promosi, kualitas produk, dan *Islamic branding* menunjukkan bahwa secara simultan (bersama-sama) promosi, kualitas produk, dan *Islamic branding* berpengaruh signifikan terhadap keputusan pembelian produk pakaian pada mahasiswa program studi MKS UIN SATU Tulungagung melalui *marketplace* Shopee.

**Kata Kunci: Promosi, Kualitas Produk, *Islamic Branding*, Keputusan Pembelian.**

## **ABSTRACT**

*Thesis entitled "The Influence of Promotion, Product Quality, and Islamic Branding on the Purchase Decision of Clothing Products for Students of the Islamic Financial Management Department of UIN SATU Tulungagung Through the Shopee Marketplace" was written by Sindi Yasika, NIM 12405183352, supervisor Prof. Dr. Agus Eko Sujianto, S.E., M.M.*

*This research is motivated by the number of students who do online shopping activities on the shopee marketplace. Researchers want to know what factors are used by buyers as consideration for making online purchases.*

*The problem formulations in this study are: 1) How does the promotion variable influence the purchasing decision of clothing products for students of the Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace? 2) How is the influence of product quality variables on purchasing decisions for clothing products for students of the Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace? 3) How is the influence of the Islamic branding variable on the decision to purchase clothing products for students of the M Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace? 4) How do promotions, product quality, and Islamic branding together influence purchasing decisions for clothing products for students of the Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace? The purposes of this study were to examine the effect of the promotion, product quality, and Islamic branding variables on purchasing decisions of clothing products for students of the Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace partially and simultaneously.*

*This study used quantitative approach with the type of associative research. The sampling technique of this research was purposive sampling. The number of samples used were 85 students of the Islamic Financial Management Department of UIN SATU Tulungagung Class of 2018 whose became shopee consumers. The data analysis technique used was data instrument test, classical assumption test, data analysis test, hypothesis test, and coefficient of determination test.*

*The results of this study were: 1) promotion partially has a positive and significant effect on purchasing decisions, 2) product quality partially has a positive and significant effect on purchasing decisions, 3) Islamic branding partially has a positive and significant influence on purchasing decisions. 4) testing of promotion variables, product quality, and Islamic branding shows that simultaneously promotion, product quality, and Islamic branding variables have a significant effect on purchasing decisions for clothing products for students of the Islamic Financial Management Department of UIN SATU Tulungagung through the Shopee marketplace.*

**Keywords:** *Promotion, Product Quality, Islamic Branding, Purchasing Decisions.*