

ABSTRAK

Skripsi dengan judul “**Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Minat Beli Produk Wardah Exclusive Matte Lipcream pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung**” ini ditulis oleh Prasasti Nurasih, NIM. 12402183172, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing Wahyu Dwi Warsitasari, M.Pd.

Penelitian ini dilatar belakangi oleh kondisi dimana lipstik telah menjadi kebutuhan sehari-hari bagi kaum hawa khususnya para remaja. Dengan banyaknya merek lipstik dengan harga dan kualitas yang sama mempermudah para konsumen untuk merubah minat beli terhadap merek tersebut. Hal ini menimbulkan berbagai perusahaan lipstik berlomba-lomba untuk bersaing agar mendapatkan citra merek yang baik dengan memberikan harga dan kualitas yang sepadan. Selain itu dapat dilihat bahwa mayoritas pengguna lipstik adalah remaja berusia 18-24 tahun.

Tujuan dari penelitian ini untuk mengetahui pengaruh citra merek, harga, dan kualitas produk terhadap minat beli produk Wardah *Exclusive Matte Lipcream* pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Jumlah sampel yang digunakan sebanyak 98 responden. Teknik Sampling yang digunakan dalam penelitian ini adalah teknik *accidental sampling*. Penelitian ini menggunakan pendekatan kuantitatif. Metode yang digunakan dalam penelitian ini yaitu uji validitas, uji reliabilitas, analisis deskriptif, uji multikolinearitas, uji persamaan linear berganda, koefisien determinan, uji F, uji T, uji asumsi klasik: uji normalitas, uji heterokedastisitas, dan uji autokorelasi dengan menggunakan bantuan *software for windows Versi 23*.

Berdasarkan hasil penelitian ini menunjukkan bahwa: (1) Minimal ada salah satu variabel antara citra merek, harga dan kualitas produk yang memiliki pengaruh positif dan signifikan terhadap minat beli produk Wardah *Exclusive Matte Lipcream* pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Yang paling berpengaruh adalah variabel citra merek. (2) Ada pengaruh variabel citra merek terhadap minat beli dengan nilai signifikan $0,005 < 0,1$ yang artinya H_1 diterima H_0 ditolak. (3) Ada pengaruh dari variabel harga terhadap minat beli dengan nilai signifikan $0,000 < 0,1$ yang artinya H_1 diterima H_0 ditolak. (4) Ada pengaruh dari variabel kualitas produk terhadap minat beli dengan nilai signifikan $0,000 < 0,1$ yang artinya H_1 diterima H_0 ditolak.

Kata Kunci: Citra Merek, Harga, Kualitas Produk, Minat Beli

ABSTRACT

Thesis entitled "The Influence of Brand Image, Price, and Product Quality on Interest in Buying Wardah Exclusive Matte Lipcream Products on Students of the Faculty of Economics and Islamic Business State Islamic University Sayyid Ali Rahmatullah Tulungagung" was written by Prasasti Nurasih, NIM. 12402183172, Sharia Economics Study Program, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, supervised by Wahyu Dwi Warsitasari, M.Pd.

This research is motivated by the condition where lipstick has become a daily necessity for women, especially teenagers. With so many lipstick brands with the same price and quality, it is easier for consumers to change their buying interest in the brand. This causes various lipstick companies to compete to get a good brand image by providing commensurate prices and quality. In addition, it can be seen that the majority of lipstick users are teenagers aged 18-24 years.

The purpose of this study was to determine the effect of brand image, price, and product quality on buying interest in Wardah Exclusive Matte Lipcream products on students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung. The number of samples used as many as 98 respondents. Sampling technique used in this research is accidental sampling technique. This study uses a quantitative approach. The methods used in this research are validity test, reliability test, descriptive analysis, multicollinearity test, multiple linear equation test, determinant coefficient, F test, T test, classical assumption test: normality test, heteroscedasticity test, and autocorrelation test using software assistance for windows Version 23.

Based on the results of this study, it shows that: (1) At least there is one variable between brand image, price and product quality that has a positive and significant influence on buying interest in Wardah Exclusive Matte Lipcream products on students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung. The most influential is the brand image variable. (2) There is an influence of the brand image variable on buying interest with a significant value of $0.005 < 0.1$, which means that H_1 is accepted and H_0 is rejected. (3) There is an effect of the price variable on buying interest with a significant value of $0.000 < 0.1$, which means that H_1 is accepted and H_0 is rejected. (4) There is an effect of the product quality variable on buying interest with a significant value of $0.000 < 0.1$ which means H_1 is accepted and H_0 is rejected.

Keywords: *Brand Image, Price, Product Quality, Buying Interest*