

ABSTRAK

Skripsi “Pengaruh Inovasi Produk, Harga Jual, Periklanan, dan Brand Equity Terhadap Volume Pembelian Busana Muslim” ini ditulis oleh Sela Okta Viana NIM 12402183137, dan dibimbing oleh Citra Mulya Sari, M.E.

Persaingan bisnis menjadi semakin ketat dan merupakan salah satu tantangan utama yang harus dihadapi bagi para wirausahawan. Salah satu usaha yang digemari masyarakat adalah pembelian busana muslim pada butik ataupun penjual baju yang lain. Pada dasarnya sebagai penjual busana, terdapat banyak faktor yang harus diperhatikan dalam meningkatkan tingkat pembelian yakni dapat meyakinkan para calon konsumen dan konsumen melalui inovasi produk, strategi periklanan, harga jual, serta *brand equity*.

Penelitian ini bertujuan untuk (1) Menguji dan menganalisis pengaruh inovasi produk terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (2) Menguji dan menganalisis pengaruh harga jual terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (3) Menguji dan menganalisis pengaruh periklanan terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (4) Menguji dan menganalisis pengaruh *brand equity* terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (5) Menguji dan menganalisis pengaruh inovasi produk, harga jual, periklanan, dan *brand equity* terhadap volume pembelian busana muslim Annisa Collection Tulungagung.

Penelitian ini menggunakan jenis penelitian asosiatif dengan pendekatan kuantitatif. Sumber data yang digunakan adalah data primer, sedangkan teknik yang digunakan dalam penelitian ini adalah sampling purposive. Sampel yang diambil dalam penelitian ini adalah 89 responden yakni pelanggan atau konsumen toko busana Annisa Collection, Tulungagung. Pengukuran dalam penelitian ini adalah menggunakan skala likert yang terdiri dari skala 1 hingga 5. Analisis data yang digunakan dalam penelitian ini menggunakan Uji Validitas, Realiabilitas, Asumsi Klasik, Uji Hipotesis yakni uji-t, uji F, dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa (1) secara parsial variabel inovasi produk berpengaruh positif dan signifikan terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (2) secara parsial variabel harga jual berpengaruh positif dan signifikan terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (3) secara parsial variabel periklanan berpengaruh positif dan signifikan terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (4) secara parsial variabel *brand equity* berpengaruh positif dan signifikan terhadap volume pembelian busana muslim Annisa Collection Tulungagung. (5) variabel inovasi produk, harga jual, periklanan dan *brand equity* secara simultan atau bersama-sama berpengaruh positif dan signifikan terhadap volume pembelian busana muslim Annisa Collection Tulungagung.

Kata Kunci: Brand Equity, Harga Jual, Inovasi Produk, Periklanan, Pembelian Busana Muslim.

ABSTRACT

The thesis entitled "The Influence of Product Innovation, Selling Price, Advertising and Brand Equity on Purchase Volume of Muslim Clothing" was written by Sela Okta Viana NIM 12402183137, and supervised by Citra Mulya Sari, M.E.

Business competition is getting tougher and is one of the main challenges that must be faced by entrepreneurs. One of the businesses favored by the community is the sale of Muslim clothing to boutiques or other clothing sellers. Basically, as a fashion seller, there are many factors that must be considered in increasing sales levels, namely being able to convince potential customers and consumers through product innovation, promotion strategies, selling prices, and brand equity.

This study aims to (1) test and analyze the effect of product innovation on the volume of purchases of Muslim fashion Annisa Collection Tulungagung. (2) Test and analyze the effect of the selling price on the volume of purchases of Muslim clothing Annisa Collection Tulungagung. (3) Test and analyze the effect of advertising on the volume of purchases of Muslim clothing Annisa Collection Tulungagung. (4) Test and analyze the effect of brand equity on the volume of purchases of Muslim clothing Annisa Collection Tulungagung. (5) Test and analyze the effect of product innovation, selling price, advertising, and brand equity on the volume of purchases of Muslim clothing Annisa Collection Tulungagung.

This research uses associative research with a quantitative approach. The data source used is primary data, while the technique used in this research is purposive sampling. The samples taken in this study were 89 respondents, namely customers or consumers of the Annisa Collection fashion store, Tulungagung. The measurement in this study was to use a Likert scale consisting of a scale of 1 to 5. Data analysis used in this study used the Validity Test, Reliability, Classical Assumptions, Hypothesis Test, namely the t-test, F-test, and the coefficient of determination test.

The results of this study indicate that (1) partially the product innovation variable has a positive and significant effect on the volume of purchases of Muslim clothing from the Annisa Collection Tulungagung. (2) partially, the selling price variable has a positive and significant effect on the volume of purchases of Muslim clothing by the Annisa Collection Tulungagung. (3) partially the advertising variable has a positive and significant effect on the purchase volume of the Annisa Collection Tulungagung Muslim dress. (4) partially the brand equity variable has a positive and significant effect on the volume of purchases of Muslim clothing from the Annisa Collection Tulungagung. (5) the variables of product innovation, selling price, advertising and brand equity simultaneously or jointly have a positive and significant effect on the volume of purchases of Muslim clothing Annisa Collection Tulungagung.

Keywords: Advertising, Brand Equity, Product Innovation, Purchase Volume of Muslim Clothing, Selling Price.