

## ABSTRAK

Skripsi dengan judul “Pengaruh Media Sosial, Citra Merek dan Bundling Product Terhadap Keputusan Pembelian Produk Wardah Pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Rossita Puspanti, NIM. 126405212174, Pembimbing Dianita Meirini, S.A., M.Si.

**Kata kunci:** Media Sosial, Citra Merek, *Bundling product*, Keputusan Pembelian

Penelitian dalam skripsi ini dilatarbelakangi oleh perkembangan industri kosmetik yang pesat mendorong perusahaan untuk menerapkan strategi pemasaran yang efektif guna memengaruhi keputusan pembelian konsumen. Wardah sebagai salah satu merek kosmetik halal di Indonesia memanfaatkan media sosial, penguatan citra merek, dan strategi bundling product untuk menarik minat konsumen, khususnya kalangan mahasiswa. Namun, efektivitas ketiga variabel tersebut dalam memengaruhi keputusan pembelian masih perlu diteliti secara empiris, terutama di lingkungan akademik seperti mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Penelitian ini bertujuan untuk: (1) menguji pengaruh Media Sosial, Citra Merek dan *Bundling product* terhadap keputusan pembelian produk Wardah (2) menguji pengaruh Media Sosial terhadap keputusan pembelian produk Wardah, (3) menguji pengaruh Citra Merek terhadap keputusan pembelian produk Wardah, (4) menguji apakah *Bundling product* berpengaruh terhadap keputusan pembelian produk Wardah.

Penelitian ini menggunakan metode penelitian pendekatan kuantitatif dengan jenis asosiatif. Data yang digunakan adalah data primer berupa kuesioner terhadap mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN SATU Tulungagung. Teknik sampel yang digunakan yaitu teknik *non probability sampling* dan metode *purposive sampling* dengan jumlah 289 data sampel. Adapun teknik analisis data yang digunakan yaitu uji statistik deskriptif, uji instrument, uji asumsi klasik, uji regresi linier berganda, dan uji hipotesis.

Berdasarkan uji analisis hasil penelitian menunjukkan bahwa: (1) Media Sosial, Citra Merek dan *Bundling product* secara simultan berpengaruh signifikan terhadap keputusan pembelian produk Wardah, (2) Media Sosial berpengaruh signifikan terhadap keputusan pembelian produk Wardah, (3) Citra Merek berpengaruh signifikan terhadap keputusan pembelian produk Wardah, (4) *Bundling Product* tidak berpengaruh signifikan terhadap keputusan pembelian produk Wardah.

## ***ABSTRACT***

Thesis with the title “The Influence of Social Media, Brand Image, and Product Bundling on the Purchase Decision of Wardah Products Among Students of the Faculty of Economics and Islamic Business at UIN Sayyid Ali Rahmatullah Tulungagung” was written by Rossita Puspanti, NIM 126405212174, supervisor by Dianita Meirini, S.A., M.Si.

**Keywords:** Social Media, Brand Image, Product Bundling, Purchase Decision

This research is motivated by the rapid growth of the cosmetics industry, which encourages companies to implement effective marketing strategies to influence consumer purchasing decisions. Wardah, as one of the halal cosmetic brands in Indonesia, utilizes social media, brand image reinforcement, and product bundling strategies to attract consumer interest, particularly among students. However, the effectiveness of these three variables in influencing purchasing decisions still needs to be examined empirically, especially in academic environments such as students of the Faculty of Economics and Islamic Business at UIN Sayyid Ali Rahmatullah Tulungagung. This study aims to: (1) examine the influence of Social Media, Brand Image, and Product Bundling on the purchase decision of Wardah products; (2) examine the influence of Social Media on the purchase decision of Wardah products; (3) examine the influence of Brand Image on the purchase decision of Wardah products; and (4) examine whether Product Bundling affects the purchase decision of Wardah products.

This research uses a quantitative approach with an associative type. The data used is primary data in the form of questionnaires distributed to students of the Faculty of Economics and Islamic Business at UIN SATU Tulungagung. The sampling technique used is non-probability sampling with a purposive sampling method, with a total sample of 289 respondents. The data analysis techniques used are descriptive statistical test, instrument test, classical assumption test, multiple linear regression analysis, and hypothesis testing.

Based on the analysis results, the study shows that: (1) Social Media, Brand Image, and Product Bundling simultaneously have a significant effect on the purchase decision of Wardah products; (2) Social Media has a significant effect on the purchase decision of Wardah products; (3) Brand Image has a significant effect on the purchase decision of Wardah products; (4) Product Bundling does not have a significant effect on the purchase decision of Wardah products.