

ABSTRAK

Skripsi dengan judul “Pengaruh *Brand Image*, *Brand Awareness*, Desain Produk dan Promosi terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung” yang ditulis oleh Muhammad Alfin Pratama, NIM. 126405211008, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, dibimbing oleh Rendra Erdkhadifa, M.Si.

Kata Kunci: *Brand Image*, *Brand Awareness*, Desain Produk, Promosi, Keputusan Pembelian

Penelitian ini dilatarbelakangi oleh berkembangnya bisnis *fashion* yang mengakibatkan persaingan antar *store fashion* di Tulungagung semakin ketat. Adanya kesamaan produk yang ditawarkan membuat konsumen menentukan produk dari berbagai pilihan. Konsumen membeli produk *fashion* bukan hanya untuk pemenuhan kebutuhan dasar, melainkan telah berkembang menjadi pemenuhan gaya hidup. Oleh karena itu, pentingnya setiap pelaku bisnis *fashion* memperhatikan faktor-faktor yang dapat mempengaruhi konsumen dalam proses pengambilan keputusan pembelian.

Penelitian ini bertujuan untuk menguji (1) Pengaruh salah satu diantara variabel *Brand Image*, *Brand Awareness*, Desain Produk dan Promosi terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (2) Pengaruh *Brand Image* terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (3) Pengaruh *Brand Awareness* terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (4) Pengaruh Desain Produk terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, dan (5) Pengaruh Promosi terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel menggunakan *non probability sampling* dengan menggunakan teknik *quota sampling* sehingga ditentukan sejumlah 150 konsumen Barley Store Tulungagung. Data yang digunakan adalah data primer yang diperoleh dari kuesioner yang dibagikan kepada konsumen. Metode analisis data yang digunakan adalah analisis regresi linier berganda menggunakan SPSS.

Hasil penelitian menunjukkan bahwa (1) Terdapat salah satu diantara variabel *Brand Image*, *Brand Awareness*, Desain Produk dan Promosi yang berpengaruh secara signifikan terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (2) *Brand Image* berpengaruh secara signifikan terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (3) *Brand Awareness* berpengaruh secara signifikan terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, (4) Desain Produk berpengaruh secara signifikan terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung, dan (5) Promosi berpengaruh secara signifikan terhadap Keputusan Pembelian Konsumen di Barley Store Tulungagung.

ABSTRACT

Thesis entitled "The Influence of Brand Image, Brand Awareness, Product Design and Promotion on Consumer Purchasing Decisions at Barley Store Tulungagung" written by Muhammad Alfin Pratama, NIM. 126405211008, Sharia Business Management Study Program, Business and Management Department, Faculty of Islamic Economics and Business, supervised by Rendra Erdkhadifa, M.Si.

Keywords: Brand Image, Brand Awareness, Product Design, Promotion, Purchasing Decision

This research is motivated by the growth of the fashion business, which has resulted in increasingly fierce competition among fashion stores in Tulungagung. The similarity of product offerings has led consumers to choose from a wide range of options. Consumers purchase fashion products not only to fulfill basic needs but also to fulfill lifestyle needs. Therefore, it is crucial for every fashion business player to pay attention to factors that can influence consumers in the purchasing decision process.

This study aims to test (1) The influence of one of the variables Brand Image, Brand Awareness, Product Design and Promotion on Consumer Purchasing Decisions at Barley Store Tulungagung, (2) The influence of Brand Image on Consumer Purchasing Decisions at Barley Store Tulungagung, (3) The influence of Brand Awareness on Consumer Purchasing Decisions at Barley Store Tulungagung, (4) The influence of Product Design on Consumer Purchasing Decisions at Barley Store Tulungagung, and (5) The influence of Promotion on Consumer Purchasing Decisions at Barley Store Tulungagung.

This study employed a quantitative approach with an associative approach. The sampling technique used non-probability sampling with quota sampling, resulting in a sample size of 150 Barley Store Tulungagung consumers. The data used were primary data obtained from questionnaires distributed to consumers. The data analysis method used was multiple linear regression analysis using SPSS.

The results of the study show that (1) There is one of the variables Brand Image, Brand Awareness, Product Design and Promotion that has a significant influence on Consumer Purchasing Decisions at the Barley Store Tulungagung, (2) Brand Image has a significant influence on Consumer Purchasing Decisions at the Barley Store Tulungagung, (3) Brand Awareness has a significant influence on Consumer Purchasing Decisions at the Barley Store Tulungagung, (4) Product Design has a significant influence on Consumer Purchasing Decisions at the Barley Store Tulungagung, and (5) Promotion has a significant influence on Consumer Purchasing Decisions at the Barley Store Tulungagung.