

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, *Brand Image*, *Online Customer Review*, Terhadap Keputusan Pembelian Pada Brand Aerostreet (Studi pada Mahasiswa Jurusan Manajemen Bisnis Syariah Uin Sayyid Ali Rahmatullah Tulungagung)” ini ditulis oleh , Muhammad Dikri Maulana Ibrohim NIM 126405211044, Prodi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing Vida Maria Ulfa, M.M.

Kata Kunci: Harga, *Brand Image*, *Online Customer Review*, Aerostreet

Penelitian ini dilatarbelakangi oleh Kemajuan zaman ini mendorong percepatan perkembangan di berbagai bidang kehidupan, terutama dalam aspek teknologi. Tidak hanya teknologi, berbagai sektor lainnya seperti ekonomi, bisnis, sosial, dan budaya juga turut mengalami transformasi yang substansial. Perubahan-perubahan ini secara langsung memberikan dampak terhadap dunia bisnis, di mana kemajuan zaman menjadi salah satu faktor pendorong utama yang mempengaruhi arah dan pola perkembangan aktivitas bisnis secara global maupun lokal.

Penelitian ini bertujuan untuk: 1) menguji pengaruh harga, *brand image* dan *online customer review* secara simultan terhadap keputusan pembelian; 2) menguji pengaruh harga, secara parsial terhadap keputusan pembelian; 3) menguji pengaruh *brand image* secara parsial terhadap keputusan pembelian; dan 4) menguji *online customer review* terhadap keputusan pembelian Pada Brand Aerostreet Pada Mahasiswa Uin Sayyid Ali Rahmatullah Tulungagung

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian *asosiatif* dan menggunakan metode pengambilan sampel non-probabilitas dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang merupakan mahasiswa Prodi Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung. Teknik analisis data yang digunakan meliputi uji asumsi klasik, regresi linear berganda, uji t, uji F, dan uji koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa secara simultan: 1) harga, *brand image* dan *online customer review* secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara parsial: 2) harga berpengaruh secara positif dan signifikan terhadap keputusan pembelian. 3) *brand image* berpengaruh secara positif dan signifikan terhadap keputusan pembelian. 4) *online customer review* berpengaruh secara positif dan signifikan terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa harga yang sesuai, citra merek yang kuat dan rating pelanggan merupakan determinan utama dalam meningkatkan keputusan pembelian Pada Brand Aerostreet

ABSTRACT

The thesis entitled “The Influence of Price, Brand Image, and Online Customer Reviews on Purchase Decisions of the Aerostreet Brand Among Students of UIN Sayyid Ali Rahmatullah Tulungagung” was written by Muhammad Dikri Maulana Ibrohim (Student ID: 126405211044) from the Sharia Business Management Study Program, Faculty of Islamic Economics and Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, under the supervision of Vida Maria Ulfa, M.M.

Keywords: Price, Brand Image, Online Customer Review, Aerostreet

This research is motivated by the rapid advancement of modern times, which has accelerated development in various aspects of life, particularly in technology. In addition to technology, other sectors such as economics, business, social, and culture have also experienced substantial transformation. These changes have directly affected the business world, where the progress of the era has become one of the main driving factors influencing the direction and pattern of business activities both globally and locally.

The objectives of this study are to: (1) examine the simultaneous influence of price, brand image, and online customer reviews on purchase decisions; (2) examine the partial influence of price on purchase decisions; (3) examine the partial influence of brand image on purchase decisions; and (4) examine the partial influence of online customer reviews on purchase decisions for the Aerostreet brand among students of UIN Sayyid Ali Rahmatullah Tulungagung.

The research method used is a quantitative approach with an associative research type. The sampling technique used is non-probability sampling with a purposive sampling method. Data were collected through questionnaires distributed to 100 respondents who were students of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung. The data analysis techniques used include classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2).

The results of the study show that simultaneously, price, brand image, and online customer reviews have a positive and significant influence on purchase decisions. Partially: (1) price has a positive and significant influence on purchase decisions; (2) brand image has a positive and significant influence on purchase decisions; and (3) online customer reviews have a positive and significant influence on purchase decisions. These findings indicate that a reasonable price, a strong brand image, and positive customer ratings are the main determinants in increasing purchase decisions for the Aerostreet brand.