

ABSTRAK

Skripsi dengan judul “Pengaruh Bauran Komunikasi Pemasaran dan *Brand Image* Terhadap Keputusan Pembelian Hijab Rabbani di *Reshare* Rabbani Tulungagung” ini ditulis oleh Pipit Yunitasari, NIM. 1742143218. Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Dosen pembimbing: Dyah Pravitasari, S.E., M.S.A.

Persaingan dalam penawaran hijab semakin lama semakin ketat, sehingga persaingan antar merek produk semakin tajam. Terlebih dengan adanya penawaran melalui media *online*, yang semakin meningkatkan persaingan pasar. Hal ini menuntut perusahaan untuk mengoptimalkan bauran komunikasi pemasaran dan mempertahankan *brand image* yang dimiliki, agar perusahaan mampu mempengaruhi keputusan pembelian konsumen untuk melakukan pembelian hijab di *Reshare* Rabbani Tulungagung.

Rumusan masalah dalam penelitian ini adalah: Apakah secara parsial dan simultan bauran komunikasi pemasaran dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung. Variabel manakah yang lebih kuat dan dominan dalam mempengaruhi keputusan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung. Adapun tujuan dari penelitian ini adalah untuk menguji pengaruh bauran komunikasi pemasaran dan *brand image* terhadap keputusan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung, baik secara parsial maupun secara simultan. Serta menguji variabel independen mana yang mempunyai pengaruh lebih kuat dan dominan terhadap variabel dependen.

Penelitian ini menggunakan metode penelitian kuantitatif asosiatif. Teknik pengambilan sampel menggunakan *accidental sampling*, yaitu penentuan sampel yang diambil berdasarkan kebetulan, dengan jumlah sampel sebanyak 140 responden yang melakukan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung. Adapun analisis data yang digunakan adalah regresi linear berganda dengan uji t, uji f, dan uji koefisien determinasi (R^2). Data yang diperoleh dalam penelitian ini adalah data primer, yaitu diperoleh langsung dari responden berdasarkan angket yang telah disebarakan.

Hasil penelitian menunjukkan bahwa berdasarkan uji t dan uji f, bauran komunikasi pemasaran dan *brand image* mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung, baik secara parsial maupun secara simultan. Sementara berdasarkan hasil uji koefisien determinasi, didapati bahwa 69.2% dari keputusan pembelian dipengaruhi/dijelaskan oleh bauran komunikasi pemasaran dan *brand image*, dimana *brand image* berpengaruh lebih kuat dan dominan terhadap keputusan pembelian hijab Rabbani di *Reshare* Rabbani Tulungagung.

Kata Kunci: Bauran Komunikasi Pemasaran, *Brand image*, Keputusan Pembelian.

ABSTRACT

Thesis entitled "The Influence of Marketing Communication Mix and Brand Image on Decision of Purchasing Hijab Rabbani in Reshare Rabbani Tulungagung" was written by Pipit Yunitasari, NIM. 1742143218. Department of Islamic Economics, Faculty of Economics and Islamic Business. Supervisor of Dyah Pravitasari, S.E., M.S.A.

Competition in hijab offerings is getting tighter, so the competition between product brands is getting sharper. Especially with the offer through online media, which is increasingly market competition. This requires the company to optimize the marketing communication mix and maintain brand image (brand image), so that the company is able to influence consumer purchasing decisions to make purchases of hijab in Reshare Rabbani Tulungagung.

The problem formulation in this research is: whether partially and simultaneously marketing communication mix and brand image have positive and significant influence on purchasing decision of Rabbani hijab in Reshare Rabbani Tulungagung. Which variable has a stronger and dominant in influencing purchasing decisions of Rabbani hijab in Reshare Rabbani Tulungagung. As for the purpose of this research is to examine the effect of marketing communication mix and brand image to the decision of purchasing Rabbani Hijab in Reshare Rabbani Tulungagung, either partially or simultaneously. And to test which independent variable has stronger and dominant influence on the dependent variable.

This research uses associative quantitative research method. The sampling technique used accidental sampling, that is the determination of the sample taken by chance, with the number of samples as many as 140 respondents who purchased Hijab Rabbani in Reshare Rabbani Tulungagung. The data analysis used is multiple linear regression with t test, f test, and test of coefficient of determination (R^2). The data obtained in this study is the primary data, which is obtained directly from the respondents based on the questionnaire that has been disseminated.

The result of research indicate that based on t test and f-test, of marketing communication mix and brand image have positive and significant influence on purchasing decision of Rabbani Hijab in Reshare Rabbani Tulungagung, either partially or simultaneously. Meanwhile, based on the results of determination coefficient test, found that 69.2% of purchasing decisions are influenced/ explained by marketing communication mix and brand image, where the brand image has a stronger and dominant influence on purchasing decision of Rabbani Hijab in Reshare Rabbani Tulungagung.

Keywords: Marketing Communication Mix, Brand image, Purchase Decision.