ABSTRAK

Skripsi dengan judul "Pengaruh Citra Merek, Variasi Produk, dan Persepsi Harga terhadap Keputusan Pembelian pada Konveksi Al Hadi *Collection* Desa Bungur Kecamatan Karangrejo Kabupaten Tulungagung", disusun oleh Farhun Nadia Al Husna, NIM. 1860405221036, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Yunesia Pramesthi, M.Pd.

Kata Kunci: *Citra Merek, Variasi Produk, Persepsi Harga, Keputusan Pembelian, Konveksi.*

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan di sektor industri *fashion* salah satunya konveksi, yang menutut pelaku usaha untuk memahami perilaku konsumen agar dapat bersaing. Konveksi Al Hadi *Collection* Desa Bungur Kecamatan Karangrejo Kabupaten Tulungagung sebagai salah satu usaha konveksi yang menghadapi tantangan untuk mempertahankan eksistensinya melalui citra merek, variasi produk dan persepsi harga untuk memengaruhi keputusan pembelian. Penelitian ini bertujuan untuk menguji ketiga variabel baik secara persial maupun simultan terhadap keputusan pembelian pada konveksi Al Hadi *Colletion* Desa Bungur Kecamatan Karangrejo Kabupaten Tulungagung baik secara persial maupun simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data primer dikumpulkan menggunakan kuisioner skala likert melalui survei kepada 100 responden konsumen Al Hadi *Collection* yang dipilih dengan teknik quota sampling. Data tersebut kemudian dianalisis menggunakan uji validitas, uji reliabelitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis serta koefisiensi determinasi (R^2) menggunakan alat bantu SPSS.

Hasil penelitian ini menunjukan bahwa citra merek, variasi produk, dan persepsi harga secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, citra merek dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Menariknya, variasi produk tidak berpengaruh signifikan secara parsial terhadap keputusan pembelian pada konveksi Al Hadi *Collection* Desa Bungur Kecamatan Karangrejo Kabupaten Tulungagung.

ABSTRACT

A thesis entitled "The Influence of Brand Image, Product Variety and Price Perception on Purchasing Decisions at the Al Hadi Collection Garment Factory in Bungur Village, Karangrejo Sub-district, Tulungagung Regency", written by Farhun Nadia Al Husna, Student ID No. 1860405221036, Sharia Business Management Programme, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung, supervised by Yunesia Pramesthi, M.Pd.

Keywords: Brand Image, Product Variety, Price Perception, Purchase Decision, Garment Factory.

This study was prompted by increasing competition in the fashion industry, particularly in the garment sector, which requires businesses to understand consumer behaviour in order to remain competitive. Al Hadi Collection, a garment manufacturer based in Bungur Village, Karangrejo Sub-district, Tulungagung Regency, is one such business facing the challenge of sustaining its operations through brand image, product variety and price perception to influence purchasing decisions. This study aims to examine the three variables, both individually and simultaneously, in relation to purchasing decisions at the Al Hadi Collection garment factory in Bungur Village, Karangrejo Sub-district, Tulungagung Regency.

This study employs a quantitative approach using an associative research design. Primary data was collected using a Likert-scale questionnaire through a survey of 100 Al Hadi Collection customers, selected using quota sampling. The data was then analysed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing and coefficient of determination (R^2) utilising SPSS software.

The results of this study show that brand image, product variety and price perception collectively have a significant influence on purchasing decisions. When considered individually, brand image and price perception have a positive and significant influence on purchasing decisions. Interestingly, product variety does not have a significant individual influence on purchasing decisions at the Al Hadi Collection garment factory in Bungur Village Karangrejo Sub-district, Tulungagung Regency.