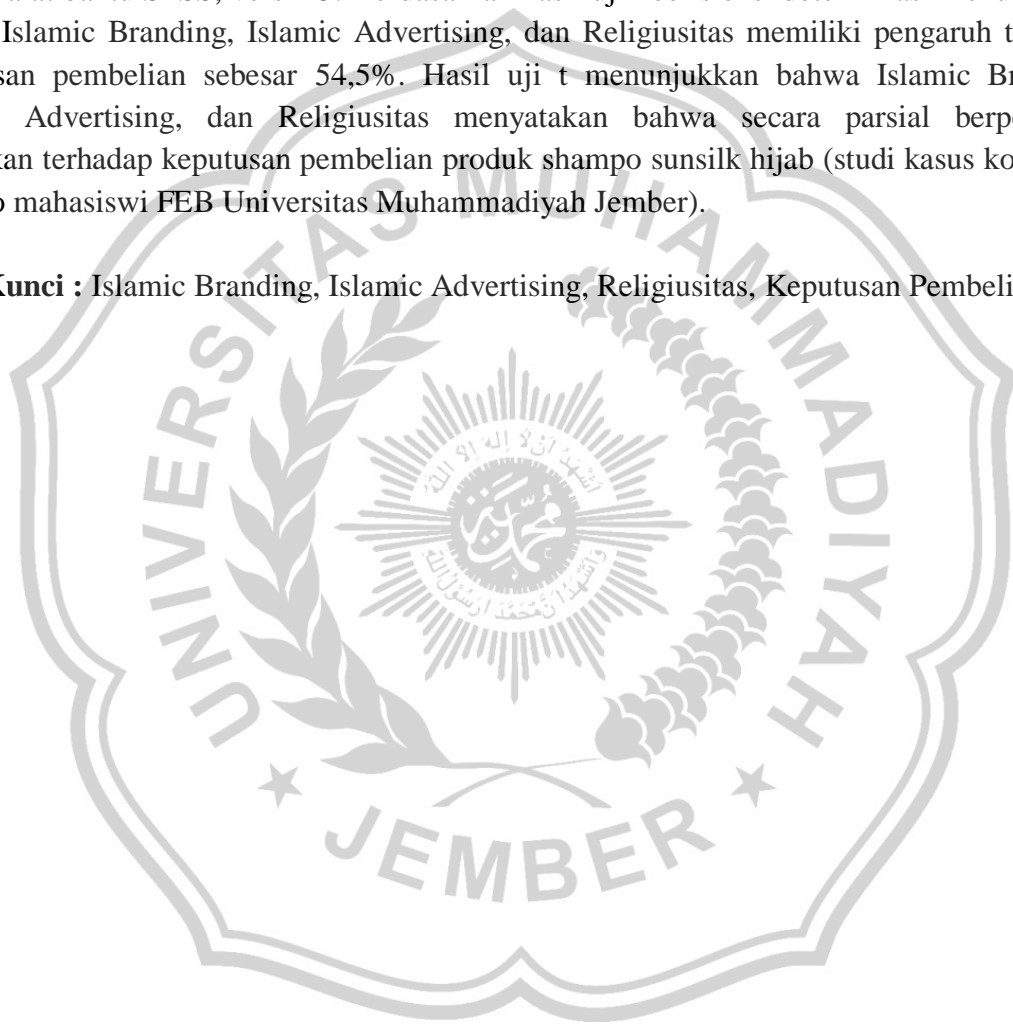


ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis apakah terdapat pengaruh islamic branding, islamic advertising, dan religiusitas terhadap keputusan pembelian produk sunsilk hijab pada konsumen shampo mahasiswa FEB Universitas Muhammadiyah Jember. Metode yang digunakan yaitu kuantitatif. Populasi dalam penelitian ini adalah mahasiswa FEB angkatan 2019 – 2021 Universitas Muhammadiyah Jember. Sampel dalam penelitian ini yakni berjumlah 100 responden. Metode yang digunakan yaitu analisis regresi linear berganda dengan alat bantu SPSS, versi 25. Berdasarkan hasil uji koefisiensi determinasi menunjukkan bahwa Islamic Branding, Islamic Advertising, dan Religiusitas memiliki pengaruh terhadap keputusan pembelian sebesar 54,5%. Hasil uji t menunjukkan bahwa Islamic Branding, Islamic Advertising, dan Religiusitas menyatakan bahwa secara parsial berpengaruh signifikan terhadap keputusan pembelian produk shampo sunsilk hijab (studi kasus konsumen shampo mahasiswa FEB Universitas Muhammadiyah Jember).

Kata Kunci : Islamic Branding, Islamic Advertising, Religiusitas, Keputusan Pembelian



ABSTRACT

This study aims to determine and analyze whether there is an influence of Islamic branding, Islamic advertising, and religiosity on the purchase decision of sunsilk hijab products on shampoo consumers of FEB students of Muhammadiyah Jember University. The method used is quantitative. The population in this study is FEB students from 2019 – 2021 University of Muhammadiyah Jember. The sample in this research is 100 respondents. The method used is multiple linear regression analysis with SPSS tools, version 25. Based on the results of the coefficient of determination test, it shows that Islamic Branding, Islamic Advertising, and Religiosity have an influence on purchasing decisions by 54.5%. The results of the t test show that Islamic Branding, Islamic Advertising, and Religiosity stated that it partially had a significant effect on the purchase decision of sunsilk hijab shampoo products (case study of shampoo consumers FEB female students University of Muhammadiyah Jember).

Keywords : *Islamic Branding, Islamic Advertising, Religiosity, Purchasing Decision*

