

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Islamic Product Quality* dan *Islamic Promotion* terhadap Keputusan Pembelian dengan *Experientil Marketing* sebagai variabel intervening. Populasi dalam penelitian ini adalah seluruh pelanggan dari Toko Oleh-oleh Jenang Mubarak Kudus yang membeli produk Jenang Mubarak. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh langsung dari sumber data yang dikumpulkan di Toko Oleh-oleh Jenang Mubarak Kudus. Pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, teknik *purposive sampling*. Data rasio penelitian didapat dari penyebaran kuesioner. Sampel yang diambil sebanyak 80 responden. Teknik analisis data menggunakan analisis linier berganda dengan bantuan program SPSS 25. Hasil penelitian menunjukkan bahwa (1) *Islamic Product Quality* berpengaruh positif signifikan terhadap *Experiential Marketing*. (2) *Islamic Promotion* berpengaruh positif signifikan terhadap *Experiential Marketing*. (3) *Islamic product quality* memiliki pengaruh positif tidak signifikan terhadap keputusan pembelian. (4) *Islamic promotion* memiliki pengaruh positif signifikan terhadap keputusan pembelian. (5) *Experiential marketing* memiliki pengaruh positif signifikan terhadap keputusan pembelian.

Kata Kunci : *Islamic Product Quality*, *Islamic Promotion*, *Experiential Marketing* dan Keputusan Pembelian.

ABSTRACT

This study aims to analyze the effect of Islamic Product Quality and Islamic Promotion on Purchasing Decisions with Experiential Marketing as an intervening variable. The population in this study were all customers of the Jenang Mubarak Kudus Gift Shop buying Jenang Mubarak products. The data used in this study are primary data obtained directly from data sources collected at the Jenang Mubarak Kudus Gift Shop. Sampling in this study using purposive sampling technique. Research ratio data obtained from questionnaires. Samples taken as many as 80 respondents. Data analysis techniques used multiple linear analysis with the help of the SPSS 25 program. The results showed that (1) Islamic Product Quality had a significant positive effect on Experiential Marketing. (2) Islamic Promotion has a significant positive effect on Experiential Marketing. (3) Islamic product quality has no significant positive effect on purchasing decisions. (4) Islamic promotion has a significant positive influence on purchasing decisions. (5) Experiential marketing has a significant positive influence on purchasing decisions.

Keyword : : *Islamic Product Quality, Islamic Promotion, Experiential Marketing and Purchase Decision.*