

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah iklan, kualitas produk, dan religiusitas berpengaruh terhadap keputusan pembelian melalui *brand image* sebagai variabel intervening dan menganalisis faktor yang paling dominan dalam mempengaruhi *keputusan pembelian* pada Outlet *Busana Muslim Rabbani* Cabang Semarang.

Populasi dalam penelitian ini adalah para konsumen Outlet *Busana Muslim Rabbani*. Sampel yang diambil sebanyak 100 responden dengan menggunakan teknik *purposive sampling* yang artinya pengambilan sampel dengan mempertimbangkan karakteristik populasi yaitu para konsumen yang sudah pernah membeli minimal 2 kali di Outlet *Busana Muslim Rabbani* Cabang Semarang.

Hasil penelitian ini menunjukkan bahwa iklan, kualitas produk, dan religiusitas berpengaruh positif terhadap *brand image*. dan iklan, kualitas produk, dan religiusitas berpengaruh positif terhadap *keputusan pembelian*. Dan *brand Image* mampu menjadi variabel intervening antara iklan, kualitas produk, religiusitas dengan keputusan pembelian. Berdasarkan analisis data statistik, indikator-indikator pada penelitian ini bersifat valid dan variabelnya bersifat reliabel. Metode analisis datayang di gunakan adalah regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa variabel iklan (x1), kualitas produk, (x2), religiusitas (x3), berpengaruh positif terhadap keputusan pembelian (y2) melalui brand image (y1)

Kata Kunci : iklan, kualitas produk, religiusitas, *brand image* dan keputusan pembelian

ABSTRACT

This purpose of this study is to know whether the advertisement, product quality, and religiosity effect on purchasing decision through brand image as an intervening variable and analyze the most dominant factor in influencing purchasing decision at outlet of muslim rabbani branch Semarang. The population in this research is consumers at outlet of muslim rabbani. Samples taken as many as 100 respondents using purposive sampling technique, which means sampling by considering the characteristics of the population namely the consumers who have never purchased a minimum of 2 times in at outlet of muslim rabbani branch Semarang. These results showed that the advertisement, product quality, and religiosity positive influence on Brand image. Advertisement, product quality, and religiosity positive effect on purchasing decision. And brand image to become an intervening variable between advertisement, product quality, and religiosity with purchasing decision. Based on statistical data analysis, indicators in this study are valid and the variables are reliable. The sampling technique is done through purposive sampling technique. Data analysis method used is multiple linear regression. The results of this study indicate that the variables of advertisement (x1), product quality (x2), religiosity (x3), have a positive effect on purchasing decisions (y2), through brand image (y1)

Keywords: *advertisement, product quality, religiosity, brand image, purchasing decision*