**ABSTRAK**

**PENGARUH IDENTITAS MEREK DAN CITRA MEREK TERHADAP MINAT BELI MAHASISWI PADA PRODUK JILBAB SAUDIA DI UNIVERISITAS MUSLIM NUSANTARA AL-WASLIYAH**

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Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Identitas Merek terhadap Minat Beli, untuk menganalisis pengaruh Citra Merek terhadap Minat Beli dan untuk menganalisis pengaruh Identitas Merek dan Citra Merek terhadap Minat Beli Mahasiwa Pada Produk Jilbab Saudia Di Univerisitas Muslim Nusantara Al-Wasliyah. Populasi pada penelitian ini berjumlah 851 orang, dan pengambilan sampel dalam penelitian ini sebesar 85 Mahasiswi Ekonomi Manajemen Universitas Muslim Nusantara Al-Wasliyah. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah Dokumentasi, wawancara dan Kuesioner. Teknik analisis yang digunakan dalam penelitian ini adalah uji validitas, uji reabilitas, analisis regresi berganda, uji t, uji F dan koefisien determinasi.

Hasi penelitian menunjukkan bahwa terdapat pengaruh signifikan dan positif variabel identitas merek berpengaruh positif dan signifikan terhadap minat beli Mahasiswi Pada Produk Jilbab Saudia Di Univerisitas Muslim Nusantara Al-Wasliyah. Dikarenakan hasilthitung (4,813) > ttabel (1,988) dengan nilai signifikansi sebesar 0,000 < 0,05, terdapat pengaruh signifikan dan positif variabel citra merek berpengaruh positif dan signifikan terhadap Minat Beli Mahasiswi Pada Produk Jilbab Saudia Di Univerisitas Muslim Nusantara Al-Wasliyah. Dikarenakan hasilthitung (9,518) > ttabel (1,988) dengan nilai signifikansi sebesar 0,000 < 0,05, terdapat pengaruh secara simultan menunjukkan bahwa variabel Pengaruh Identitas Merek dan Citra Merek Terhadap Minat Beli Mahasiswi Pada Produk Jilbab Saudia Di Univerisitas Muslim Nusantara Al-Wasliyah. Dikarenakan hasil Fhitung (180,544) > Ftabel (3,11) dan tingkat signifikasi 0.000 dibawah nilai 0,05. Nilai koefisien determinasi yang diperoleh *R* *Square* sebesar 0,808 atau 80,8% yang artinya ada pengaruh identitas merek dan citra merek terhadap minat beli mahasiswi sebesar 80,8%, sedangkan sisanya 19,2% variabel-variabel lain yang tidak diteliti oleh penelitian ini.

**Kata Kunci : *Identitas Merek, Citra Merek dan Minat Beli***

***ABSTRACT***

***THE EFFECT OF BRAND AND IMAGE IMAGE IDENTITY ON INTEREST IN BUYING STUDENTS IN SAUDIA JABABAB PRODUCTS IN MUSLIM MUSLIMS IN MUSLIM UNIVERISITY, AL-WASLIYAH***

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*The purpose of this study was to analyze the effect of Brand Identity on Buying Interests, to analyze the effect of Brand Image on Buying Interests and to analyze the influence of Brand Identity and Brand Image on the Purchase Interest of Students on Hijab Saudia Products at the Muslim University of Al-Wasliyah Archipelago. The population in this study amounted to 851 people, and the sampling in this study amounted to 85 Economics Management Students of the Muslim University of Nusantara Al-Wasliyah. Data collection techniques used in this study were documentation, interviews and questionnaires. The analysis technique used in this study is the validity test, reliability test, multiple regression analysis, t test, F test and coefficient of determination.*

*The results of the study show that there are significant and positive influences on brand identity variables that have a positive and significant effect on buying interest of female students on Saudia Veil Products at the Muslim University of the Archipelago of Al-Wasliyah. Due to the results of tcount (4,813)> t table (1,988) with a significance value of 0,000 <0,05, there is a significant and positive influence on brand image variables that have a positive and significant effect on Interest in Buying Female Students on Saudia Hijab Products at the Muslim University of Nusantara Al-Wasliyah. Due to the results of tcount (9,518)> t table (1,988) with a significance value of 0,000 <0,05, there is a simultaneous influence indicating that the variable Influence of Brand Identity and Brand Image Against Interest in Buying Female Students on Hijab Saudia Products at the Muslim University of Nusantara Al-Wasliyah. Due to the results of Fcount (180,544)> Ftable (3,11) and the significance level of 0.000 below the value of 0.05. The coefficient of determination obtained by R Square is 0.808 or 80.8%, which means there is an influence of brand identity and brand image on female buying interest by 80.8%, while the remaining 19.2% are other variables not examined by this study.*

***Keywords: Brand Identity, Brand Image and Buying Interest***