

ABSTRAK

Skripsi Dengan Judul “Pengaruh Motivasi, Persepsi Konsumen, Gaya Hidup dan Kepercayaan Terhadap Keputusan Pembelian Di Marketplace Shopee Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswa Jurusan Ekonomi Syariah IAIN Tulungagung)” ini di tulis oleh Putri Ayu Nur Asikin, NIM. 17402163245, Pembimbing Dr. Hj. Nur Aini Latifah, SE., MM.

Penelitian ini dilatar belakangi oleh maraknya sistem jual beli online yang terjadi saat ini terutama pada mahasiswa Jurusan Ekonomi Syariah IAIN Tulungagung, kemudahan yang didapatkan ketika melakukan transaksi jual beli menjadi pemicu utama. Sebagai mahasiswa yang tentunya ingin mengikuti trend yang terjadi saat ini maka akan cenderung bersikap konsumtif. Salah satu yang menjadi trend yaitu *marketplace* shopee, produk yang ditawarkan pun sangat bervariasi dan banyak fitur-fitur menarik serta kemudahan ketika melakukan transaksi jual beli di *marketplace* shopee.

Rumusan masalah dalam skripsi ini (1) apakah ada pengaruh positif signifikan motivasi terhadap keputusan pembelian di *Marketpalce* Shopee dalam perspektif ekonomi islam? (2) apakah ada pengaruh positif signifikan persepsi konsumen terhadap keputusan pembelian di *Marketpalce* Shopee dalam perspektif ekonomi islam? (3) apakah ada pengaruh positif signifikan gaya hidup terhadap keputusan pembelian di *Marketpalce* Shopee dalam perspektif ekonomi islam? (4) apakah ada pengaruh positif signifikan kepercayaan terhadap keputusan pembelian di *Marketpalce* Shopee dalam perspektif ekonomi islam? (5)apakah ada pengaruh positif signifikan Motivasi, Persepsi Konsumen, Gaya Hidup dan Kepercayaan terhadap keputusan pembelian di *Marketplace* Shopee dalam perspektif ekonomi islam?

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Teknik yang digunakan dalam pengambilan sampel menggunakan rumus slovin. Tahap pengumpulan data menggunakan analisa kuantitatif dengan menggunakan analisis statistic yaitu uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji T dan uji F serta uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa (1) motivasi berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee dalam perspektif ekonomi islam(2) persepsi konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee dalam perspektif ekonomi islam (3) gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee dalam perspektif ekonomi islam (4) kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee dalam perspektif ekonomi islam (5) motivasi, persepsi konsumen, gaya hidup dan kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee dalam perspektif ekonomi islam.

Kata Kunci: Motivasi, Persepsi Konsumen, Gaya Hidup, Kepercayaan, Keputusan Pembelian

ABSTRACT

This research with title "The Influence of Motivation, Consumer Perception, Lifestyle and Beliefs on Purchasing Decisions at the Shopee Marketplace in the Perspective of Islamic Economics (A Study on Students of Islamic Economics Department IAIN Tulungagung)" was written by Putri Ayu Nur Asikin, NIM. 17402163245, Advisor Dr. Hj. Nur Aini Latifah, SE., MM.

This research is motivated by the prevalence of online buying and selling systems that are happening nowadays, especially for students of the Islamic Economics Department of IAIN Tulungagung, the convenience that is obtained when making buying and selling transactions is the main trigger. As students who naturally want to follow the current trends, they will tend to be conservative. One of them has become a trend, the name is shopee marketplace, where there are many interesting features as well as the convenience and advantages when making buying and selling transactions in the shopee marketplace.

The formulation of the problem in this research are (1) Is there a significant positive The influence of motivation on purchasing decisions at Marketpalce Shopee in an Islamic economic perspective? (2)) Is there a significant positive The effect of consumer perceptions on purchasing decisions in the Shopee Marketplace in an Islamic economic perspective? (3)) Is there a significant positive The influence of Lifestyle on purchasing decisions in the Shopee Marketplace in an Islamic economic perspective? (4)) Is there a significant positive The effect of trust on purchasing decisions in the Shopee Marketplace in an Islamic economic perspective? (5)) Is there a significant positive The influence of motivation, consumer perceptions, lifestyle and beliefs on purchasing decisions in the Shopee Marketplace in an Islamic economic perspective?

The method used in this research is quantitative method. The technique used in sampling using the Slovin formula. The data collection stage used quantitative analysis using statistical analysis, the name are validity test, reliability test, normality test, classical assumption test, multiple linear regression test, T test and F test and the coefficient of determination test.

The results showed that (1) motivation has a positive and significant effect on purchasing decisions in the shopee marketplace in an Islamic economic perspective, (2) consumer perceptions have a positive and significant effect on purchasing decisions in the shopee marketplace in an Islamic economic perspective, (3) lifestyle has a positive and significant effect on purchasing decisions in the shopee marketplace in an Islamic economic perspective , (4) trust has a positive and significant effect on purchasing decisions in the shopee marketplace in an Islamic economic perspective, (5) motivation, consumer perceptions, lifestyle and trust have a positive and significant effect on purchasing decisions in the shopee marketplace in an Islamic economic perspective.

Keywords: *Motivation, Consumer Perception, Lifestyle, Trust, Purchase Decision.*