

ABSTRAK

Skripsi dengan judul “Pengaruh Strategi Pemasaran, Penetapan Harga, dan Etika Bisnis Islam Terhadap Keputusan Pembelian Konsumen Pada Usaha Mebel Kayu Di Desa Mulyosari Kecamatan Pagerwojo” ini ditulis oleh Devitasari, NIM: 17402163252, dengan dosen pembimbing Dr. Agus Eko Sujianto, S.E., M.M.

Pegusaha mebel di Desa Mulyosari sudah ada sejak awal tahun 2000-an, sehingga sudah banyak konsumen yang melakukan pesanan serta pembelian kepada pengusaha mebel di Desa Mulyosari. Kebanyakan konsumen akan menjadi pelanggan tetap, mereka merasa sudah cocok dengan harganya, selain itu strategi pemasaran yang diterapkan juga menjadi pemicunya, seperti produk yang berkualitas, sesuai kebutuhan, dan lokasinya yang strategis. Penerapan etika bisnis Islam dalam kegiatan usaha pengrajin mebel juga membuat konsumen bertahan. Bisnis yang baik hendaknya diiringi dengan nilai-nilai islami seperti niat ikhlas, jujur dan amanah, tidak melanggar prinsip syariah, dan juga ukhuwah Islamiyah, agar usaha yang dijalankan kedepannya bisa terus berkembang.

Rumusan masalah pada penelitian ini adalah: (1) Apakah strategi pemasaran berpengaruh terhadap keputusan pembelian konsumen mebel kayu?. (2) Apakah penetapan harga berpengaruh terhadap keputusan pembelian konsumen mebel kayu?. (3) Apakah etika bisnis islam berpengaruh terhadap keputusan pembelian konsumen mebel kayu?. (4) Apakah strategi pemasaran, penetapan harga, dan etika bisnis islam berpengaruh terhadap keputusan pembelian mebel kayu?.

Metode penelitian dilakukan dengan pendekatan kuantitatif dan jenis penelitian asosiatif. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 58 responden, yaitu para konsumen mebel kayu dari 5 (lima) pengrajin/pengusaha mebel kayu di Desa Mulyosari. Pengambilan sampel dilakukan dengan teknik *sampling purposive*. Pengumpulan data dilakukan dengan cara memberikan kuesioner penelitian kepada responden. Selanjutnya, data kuesioner yang telah diperoleh kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji T, uji F, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa strategi pemasaran, penetapan harga, dan etika bisnis Islam berpengaruh secara signifikan terhadap keputusan pembelian konsumen mebel di Desa Mulyosari baik secara parsial maupun simultan. Hal ini dapat dilihat dari hasil uji T bahwa nilai signifikan untuk variabel strategi pemasaran 0,048, variabel penetapan harga 0,01, dan variabel etika bisnis Islam 0,001. Ketiga variabel memiliki nilai signifikan kurang dari 0,05 yang berarti ketika variabel memiliki pengaruh signifikan terhadap keputusan pembelian konsumen mebel kayu.

Kata Kunci: Strategi Pemasaran, Penetapan Harga, Etika Bisnis Islam, Keputusan Pembelian

ABSTRACT

This thesis with the title "The Influence of Marketing Strategies, Pricing, and Islamic Business Ethics on Consumer Purchase Decisions of Wood Furniture in Mulyosari Village, Pagerwojo District" was written by Devitasari, NIM: 17402163252, with the supervisor Dr. Agus Eko Sujianto, S.E., M.M.

Furniture entrepreneurs in Mulyosari Village have been around since the early 2000s, so that many consumers have made orders and purchases from furniture entrepreneurs in Mulyosari Village. Most consumers will become regular customers, they already feel they are suitable for the price, besides that the marketing strategy applied is also the trigger, such as quality products, according to needs, and strategic location. The application of Islamic business ethics in craftsmen and furniture business activities also makes consumers survive. A good business to use is accompanied by Islamic values such as sincere, honest and trustworthy intentions, not violating sharia principles, and also Islamic brotherhood, so that the business that is carried out in the future can continue to grow.

The formulations of the problems in this study are: (1) Does the marketing strategy affect consumer purchasing decisions for wooden furniture? (2) Does price fixing affect consumer purchasing decisions for wooden furniture? (3) Does Islamic business ethics affect consumer purchasing decisions for wooden furniture? (4) Do marketing strategies, price fixing, and Islamic business ethics affect the decision to buy wooden furniture?

The research method used is a quantitative approach and an associative type of research. The number of samples used in the study were 58 respondents, namely wooden furniture consumers from 5 (five) wood furniture craftsmen / entrepreneurs in Mulyosari Village. Sampling was done by purposive sampling technique. Data collection was carried out by giving respondents a research questionnaire. Furthermore, the data questionnaire that has been obtained is then analyzed using the validity test, reliability test, classical assumption, multiple linear regression test, T test, F test, and the coefficient of determination test.

The results showed that marketing strategies, price fixing, and Islamic business ethics had a significant effect on consumer purchasing decisions in Mulyosari Village either partially or simultaneously. It can be seen from the results of the T test that the significant value for the marketing strategy variable is 0.048, the pricing variable is 0.01, and the Islamic business ethics variable is 0.001. The third variable has a significant value less than 0.05, which means that the variable has a significant effect on consumer purchasing decisions for wooden furniture.

Keywords: Marketing Strategy, Pricing, Islamic Business Ethics, Purchasing Decisions