

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Promosi, Kualitas Pelayanan, dan *Online Customer Review* Terhadap Minat Beli Mahasiswa pada Aplikasi Shopee (Studi Kasus Mahasiswa Jurusan Ekonomi Syariah IAIN Tulungagung)” ini ditulis oleh M. Nur Fatih Al Bassari, NIM. 12402173246, Pembimbing Nur Aziz Muslim, M.H.I.

Penelitian ini dilatar belakangi oleh semakin pesatnya perkembangan teknologi yang salah satunya dimanfaatkan dalam bidang ekonomi perdagangan yaitu bisnis *marketplace* seperti Shopee, Tokopedia, dan Bukalapak. Adanya inovasi baru dalam perkembangan metode berdagang ini disambut baik oleh para pelaku ekonomi karena dengan teknologi ini diharapkan dapat menambah efisiensi dan efektivitas para pelaku ekonomi.

Rumusan masalah dalam skripsi ini adalah (1) Apakah harga berpengaruh terhadap minat beli mahasiswa pada aplikasi Shopee ? (2) Apakah promosi berpengaruh terhadap minat beli mahasiswa pada aplikasi Shopee ? (3) Apakah kualitas pelayanan berpengaruh terhadap minat beli mahasiswa pada aplikasi Shopee ? (4) Apakah *Online Customer Review* berpengaruh terhadap minat beli mahasiswa pada aplikasi Shopee ? (5) Apakah harga, promosi, kualitas pelayanan, dan *online customer review* berpengaruh secara simultan terhadap minat beli mahasiswa pada aplikasi Shopee ?

Metode penelitian yang digunakan dalam penelitian ini adalah metode *mix method* dengan pendekatan *Sequential Explanatory*. Tahap pengumpulan data dalam penelitian ini menggunakan kuesioner dan wawancara. Teknik sampling yang digunakan dalam penelitian kuantitatif yaitu menggunakan *purposive sampling*, dan pada penelitian kualitatif menggunakan *snowball sampling*.

Hasil penelitian ini adalah (1) Harga (X1) berpengaruh positif dan signifikan terhadap minat beli mahasiswa pada aplikasi Shopee (Y) (2) Promosi (X2) berpengaruh negatif dan tidak signifikan terhadap minat beli mahasiswa pada aplikasi Shopee (Y) (3) Kualitas Pelayanan (X3) berpengaruh positif dan signifikan terhadap minat beli mahasiswa pada aplikasi Shopee (Y) (4) *Online Customer Review* (X4) berpengaruh positif dan signifikan terhadap minat beli mahasiswa pada aplikasi Shopee (Y) (5) Harga (X1), Promosi (X2), Kualitas Pelayanan (X3), *Online Customer Review* (X4) secara simultan berpengaruh positif dan signifikan terhadap minat beli mahasiswa pada aplikasi Shopee (Y).

Kata Kunci : Harga, Promosi, Kualitas Pelayanan, *Online Customer Review*, Minat Beli, Shopee

ABSTRACT

The thesis entitled "The Influence of Price, Promotion, Quality Service, and Online Customer Review on Students' Purchase Interest on the Shopee Application (Case Study of Students of the Islamic Economics Department of IAIN Tulungagung)" was written by M. Nur Fatih Al Bassari, NIM. 12402173246, Advisor: Nur Aziz Muslim, M.H.I.

The background in this research is the faster development of technology, one of which is used in the economics, namely marketplace businesses such as Shopee, Tokopedia, and Bukalapak. The existence of new innovations is in the development of economic methods that has been responded to by economic subject because this technology is expected to increase the efficiency and effectiveness of economics subject. The formulations of the problem in this research are (1) Is the price can affect the purchase interest of students on the Shopee application? (2) Is the promotion affecting the students' puechase interest in the Shopee application? (3) Is the quality of service can affect the students' purchase interest in the Shopee application? (4) Is the Online Customer Review can affect the students' purchase interest in the Shopee application? (5) Is the prices, promotions, quality service, and online customer reviews having a simultaneous effect on students' purchase interest in the Shopee application?

The research method used in this research is a mix research method with a Sequential Explanatory approach. The data collection in this research was used questionnaire and interview. The sampling technique used in this study is purposive sampling, and in the qualitative research using snowball sampling.

The results of this study are (1) Price (X1) has a positive and significant effect on the students' purchase interest in the Shopee application (Y) (2) Promotion (X2) has a negative and not significant effect on the students' purchase interest in the Shopee application (Y) (3) Quality Service (X3) has a positive and significant effect on the students' purchase interest in the Shopee application (Y) (4) Online Customer Review (X4) has a positive and significant effect on the students' purchase interest in the Shopee application (Y) (5) Price (X1), Promotion (X2), Service Quality (X3), Online Customer Review (X4) simultaneously have a positive and significant effect on the students' purchase interest in the Shopee application (Y).

Keywords: Price, Promotion, Quality Service, Online Customer Review, Buying Interest, Shopee