

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kualitas Produk, dan Promosi terhadap Minat Beli Produk *Flash Sale* di Toko Online Shopee (Studi Kasus pada Masyarakat Pengguna Shopee di Desa Bendiljati Wetan Kecamatan Sumbergempol Kabupaten Tulungagung)”, ditulis oleh Yunia Putri Efendi, NIM. 12402173082, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Tulungagung, pembimbing Nurul Fitri Ismayanti, M.E.I.

Penelitian ini dilatarbelakangi oleh semakin luasnya pangsa pasar pada bisnis online yang disebabkan perubahan gaya hidup dan pola belanja masyarakat. Shopee merupakan salah satu *marketplace* yang sangat diminati saat ini apalagi dikalangan anak muda, dimana banyak sekali pilihan penawaran dan pengalaman yang telah dirasakan sehingga memberikan pengaruh terhadap minat pembelian konsumen pada *marketplace* ini. Apalagi konsumen akan lebih tertarik melakukan pembelian dengan adanya promosi yang diadakan oleh *e-commerce* seperti *event flash sale* dimana produk-produk dijual dengan harga yang lebih murah. Untuk itu agar dapat mempertahankan ketertarikan konsumen terhadap produk yang dipasarkan, tentunya perlu diketahui faktor-faktor yang mempengaruhi minat beli seperti harga, kualitas produk, dan promosi.

Fokus penelitian: (1) apakah harga memiliki pengaruh terhadap minat beli produk *flash sale* di toko online Shopee? (2) apakah kualitas produk memiliki pengaruh terhadap minat beli produk *flash sale* di toko online Shopee? (3) apakah promosi memiliki pengaruh terhadap minat beli produk *flash sale* di toko online Shopee? (4) apakah harga, kualitas produk, dan promosi secara simultan memiliki pengaruh terhadap minat beli produk *flash sale* di toko online Shopee?

Penelitian ini bertujuan untuk menguji pengaruh dari faktor harga, kualitas produk, dan promosi terhadap minat beli produk *flash sale* di toko online Shopee. Data yang digunakan pada penelitian ini merupakan data primer yang diambil dari masyarakat pengguna Shopee di Desa Bendiljati Wetan Kecamatan Sumbergempol Kabupaten Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Instrumen pengumpulan data pada penelitian ini berupa kuesioner yang diberikan kepada 100 responden pengguna aplikasi Shopee yang pernah membeli produk *flash sale* dengan pengambilan sampel menggunakan teknik *sampling purposive*. Analisis data yang digunakan yaitu uji analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa (1) variabel harga tidak berpengaruh signifikan terhadap minat beli produk *flash sale* di toko online Shopee, (2) variabel kualitas produk berpengaruh positif dan signifikan terhadap minat beli produk *flash sale* di toko online Shopee, (3) variabel promosi berpengaruh positif dan signifikan terhadap minat beli produk *flash sale* di toko online Shopee, (4) variabel harga, kualitas produk, dan promosi secara simultan berpengaruh positif dan signifikan terhadap minat beli produk *flash sale* di toko online Shopee.

Kata kunci: Harga, Kualitas Produk, Minat Beli Produk *Flash Sale*, Promosi

ABSTRACT

Thesis entitled "The Influence of Price, Product Quality, and Promotion on Interest in Buying Flash Sale Products at Shopee Online Stores (Case Study on Shopee User Community in Bendiljati Wetan Village, Sumbergempol District, Tulungagung Regency)", written by Yunia Putri Efendi, NIM. 12402173082, Department of Islamic Economics, Faculty of Islamic Economics and Business, Tulungagung State Islamic Institute, supervisor Nurul Fitri Ismayanti, M.E.I.

This research is motivated by the wider market share in online businesses due to changes in people's lifestyles and shopping patterns. Shopee is one of the most popular marketplaces today, especially among young people, where there are so many choices of offers and experiences that have been felt so that they have an influence on consumer buying interest in this marketplace. Moreover, consumers will be more interested in making purchases with promotions held by e-commerce such as flash sale events where products are sold at lower prices. For this reason, in order to maintain consumer interest in marketed products, of course, it is necessary to know the factors that influence buying interest such as price, product quality, and promotion.

The focus of the research: (1) does price have an influence on buying interest in flash sale products at the Shopee online store? (2) does the quality of the product have an influence on the interest in buying flash sale products at the Shopee online store? (3) does the promotion have an influence on the interest in buying flash sale products at the Shopee online store? (4) do prices, product quality, and promotions simultaneously have an influence on buying interest in flash sale products at the Shopee online store?

This study aims to examine the effect of price, product quality, and promotion factors on buying interest in flash sale products at the Shopee online store. The data used in this study is primary data taken from the Shopee user community in Bendiljati Wetan Village, Sumbergempol District, Tulungagung Regency.

This study uses a quantitative approach with the type of associative research. The data collection instrument in this study was a questionnaire given to 100 respondents using the Shopee application who had purchased flash sale products by taking samples using purposive sampling technique. Analysis of the data used is multiple linear regression analysis test.

The results of this study indicate that (1) the price variable has no significant effect on the interest in buying flash sale products at the Shopee online store, (2) the product quality variable has a positive and significant effect on the interest in buying flash sale products at the Shopee online store, (3) the promotion variable positive and significant effect on interest in buying flash sale products at the Shopee online store, (4) price, product quality, and promotion variables simultaneously have a positive and significant effect on buying interest in flash sale products at Shopee online stores.

Keywords: Interest in Buying Flash Sale Products, Price, Product Quality, Promotion