

## ABSTRAK

Skripsi dengan judul “Pengaruh *Viral marketing* dan Diskon Harga terhadap Perilaku Pembelian Impulsif melalui *Marketplace* Shopee ditinjau dalam Perspektif Ekonomi Islam pada Generasi Z di Kabupaten Tulungagung ini ditulis oleh Ni'matuz Zulfa, NIM. 12402183319, Pembimbing Dr. Kutbuddin Aibak, S. Ag., M.H.I.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi yang menjadikan maraknya sistem belanja *online* pada masyarakat terkhususnya generasi Z yang menyebabkan terjadinya perilaku pembelian impulsif. Teknologi juga dimanfaatkan sebagai strategi komunikasi pemasaran yang efektif dengan menyebarkan informasi produk melalui sosial media yang bisa disebut dengan *viral marketing*. Selain strategi komunikasi melalui sosial media, pemasar juga menggunakan strategi pemasaran melalui diskon harga. Besarnya diskon yang ditawarkan dapat menarik minat konsumen untuk membeli produk secara impulsif.

Fokus penelitian ini yaitu: 1) Apakah *viral marketing* secara parsial berpengaruh terhadap perilaku pembelian impulsif melalui *marketplace* Shopee? 2) Apakah diskon harga secara parsial berpengaruh terhadap perilaku pembelian impulsif melalui *marketplace* Shopee? 3) Apakah *viral marketing* dan diskon harga secara simultan berpengaruh terhadap pembelian impulsif melalui *marketplace* Shopee? 4) Bagaimana pandangan ekonomi islam mengenai *viral marketing*, diskon harga, dan perilaku pembelian impulsif melalui *marketplace* Shopee pada generasi Z di Kabupaten Tulungagung?

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data yang digunakan peneliti yaitu data primer dan data sekunder. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Teknik pengambilan sampel yang digunakan yaitu non probability sampling dengan jumlah sampel sebanyak 110 responden. Teknik analisis data dilakukan dengan menggunakan metode regresi linier berganda melalui program SPSS 21.

Hasil penelitian menunjukkan bahwa: 1) *Viral marketing* secara parsial berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif melalui *marketplace* Shopee. 2) Diskon harga secara parsial berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif melalui *marketplace* Shopee. 3) Secara simultan *viral marketing* dan diskon harga berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif melalui *marketplace* Shopee. 4) Generasi Z di Kabupaten Tulungagung cenderung melakukan pembelian impulsif karena iklan atau promosi dan diskon yang ditawarkan. Hal ini menunjukkan adanya kecenderungan pembelian yang tidak didasarkan pada pertimbangan kebutuhan, tetapi pada faktor keinginan. Apabila ditinjau dalam perspektif Islam, perilaku pembelian impulsif ini merupakan tindak berlebihan dan bukanlah suatu yang terpuji jika dilakukan oleh konsumen muslim.

**Kata Kunci:** *Viral marketing*, Diskon Harga, Perilaku Pembelian Impulsif, Shopee, Ekonomi Islam.

## ABSTRACT

*Thesis entitled “The Effect of Viral marketing and Price Discounts on Impulsive Buying Behavior through the Shopee Marketplace reviewed from an Islamic Economic Perspective on Generation Z in Tulungagung Regency” was written by Ni'matuz Zulfa, NIM. 12402183319, Advisor Dr. kutbuddin Aibak, S. Ag., M.H.I.*

*This research is motivated by technological developments that make online shopping systems rampant in the community, especially Generation Z which causes impulsive buying behavior. Technology is also used as an effective marketing communication strategy by disseminating product information through social media which can be called viral marketing. In addition to communication strategies through social media, marketers also use marketing strategies through price discounts. The amount of discount offered can attract consumers to buy products impulsively.*

*The focus of this research are: 1) Does viral marketing partially affect impulsive buying behavior through the Shopee marketplace? 2) Does the price discount partially affect impulsive buying behavior through the Shopee marketplace? 3) Do viral marketing and price discounts simultaneously affect impulsive purchases through the Shopee marketplace? 4) What is the view of the Islamic economy regarding viral marketing, price discounts, and impulsive buying behavior through the Shopee marketplace in Generation Z in Tulungagung Regency?*

*This study uses a quantitative approach with the type of associative research. The data used by researchers are primary data and secondary data. Data was collected by distributing questionnaires to respondents. The sampling technique used is non-probability sampling with a total sample of 110 respondents. The data analysis technique was carried out using the multiple linear regression method through the SPSS 21 program.*

*The results of the study show that: 1) Viral marketing partially has a positive and significant effect on impulsive buying behavior through the Shopee marketplace. 2) Partial price discounts have a positive and significant effect on impulsive buying behavior through the Shopee marketplace. 3) Simultaneously viral marketing and price discounts have a positive and significant effect on impulsive buying behavior through the Shopee marketplace. 4) Generation Z in Tulungagung Regency tends to make impulse purchases because of advertisements or promotions and discounts offered. This shows that there is a buying tendency that is not based on consideration of needs, but on desire factors. When viewed from an Islamic perspective, this impulsive buying behavior is an act of exaggeration and is not something that is commendable if it is carried out by Muslim consumers.*

**Keywords: Viral marketing, Price Discounts, Impulsive Buying Behavior, Shopee, Islamic Economics**