ABSTRAK

Skripsi dengan judul "Pengaruh pekerjaan, keyakinan, gaya hidup, harga, dan kualitas produk terhadap minat konsumen baju bekas di instagram @diory.co" ini di tulis oleh Riko Jati Kusuma, 12405173104, Fakultas Ekonomi dan Bisnis Islam, Jurusan Manajemen Bisnis Syariah, Insititut Agama Islam Negeri Tulungagung, pembimbing Syamsul Umam, S.H.I., M.H.

Penelitian dalam skripsi ini dilatarbelakangi oleh minat konsumen dipengaruhi oleh beberapa faktor. Faktor-faktor yang mempengaruhi minat konsumen terbagi menjadi dua yaitu faktor internal dan faktor eksternal. Minat pembelian merupakan tahap dalam proses pengambilan keputusan, yaitu ketika konsumen benar-benar membeli produk. Banyaknya minat konsumen terhadap baju bekas dapat dilihat dari banyaknya kunjungan konsumen yang mengunjungi toko baju di instagram @diory.co.

Rumusan masalah dalam penelitian ini adalah (1) Apakah faktor pekerjaan mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co? (2) Apakah faktor keyakinan mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co? (3) Apakah gaya hidup mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co? (4) Apakah faktor harga mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co? (5) Apakah faktor kualitas produk mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co? (6) Apakah faktor pekerjaan, keyakinan, gaya hidup, harga, dan kualitas produk mempengaruhi minat konsumen terhadap baju bekas di instagram @Diory.co?. Tujuan penelitian ini adalah untuk menguji (1) Pengaruh pekerjaan terhadap minat konsumen untuk membeli baju bekas di instagram @Diory.co (2) Pengaruh keyakinan terhadap minat konsumen untuk membeli baju bekas di instagram @Diory.co (3) Pengaruh gaya hidup terhadap minat konsumen untuk membeli baju bekas di instagram @Diory.co (4) Pengaruh harga terhadap minat konsumen untuk membeli baju bekas di instagram @Diory.co (5) Pengaruh kualitas produk terhadap minat konsumen untuk membeli baju bekas di instagram @Diory.co (6) Pengaruh pekerjaan, keyakinan, gaya hidup, harga, dan kualitas produk terhadap minat konsumen terhadap baju bekas di instagram @Diory.co.

Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan jenis penelitian asosiatif. Data yang digunakan adalah data primer yang di peroleh melalui wawancara serta tanggapan responden dari hasil kuesioner yang telah disebar kepada konsumen baju bekas di Instagram @diory.co. Pada penelitian ini menggunakan metode analisis uji validitas dan reliabelitas, uji normalitas, uji multikolonearitas, uji heteroskedastisitas, uji regresi linier, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian pada konsumen terhadap baju bekas di instagram @Diory.co, dapat disimpulkan bahwa, (1) variabel pekerjaan menunjukan pengaruh positif signifikan terhadap minat konsumen untuk membeli baju

bekas di Instagram @Diory.co (2) variabel keyakinan menunjukan pengaruh positif signifikan terhadap minat konsumen untuk membeli baju bekas di Instagram @Diory.co (3) variabel gaya hidup menunjukan pengaruh negatif signifikan terhadap minat konsumen untuk membeli baju bekas di Instagram @Diory.co (4) variabel harga menunjukan pengaruh positif signifikan terhadap minat konsumen untuk membeli baju bekas di Instagram @Diory.co (5) variabel kualitas produk menunjukan pengaruh positif signifikan yang terhadap minat konsumen untuk membeli baju bekas di Instagram @Diory.co (6) variabel pekerjaan, keyakinan, gaya hidup, harga, dan kualitas produk secara simultan berpengaruh terhadap minat konsumen dalam membeli baju bekas di Instagram @Diory.co.

Kata Kunci : Pekerjaan, Keyakinan, Gaya Hidup, Harga, Kualitas Produk, Minat Konsumen

ABSTRACT

Thesis with the title " The influence of work, beliefs, lifestyle, price, and product quality on consumer interest in used clothes on Instagram @diory.co" was written by Riko Jati Kusuma, 12405173104, Faculty of Islamic Economics and Business, Department of Sharia Business Management, Tulungagung State Islamic Institute, supervisor Syamsul Umam, S.H.I., M.H.

The existence of this research is motivated byi consumer interest is influenced by several factors. The factors that influence consumer interest are divided into two, namely internal factors and external factors. Purchase intention is a stage in the decision-making process, namely when consumers actually buy a product. The amount of consumer interest in used clothes can be seen from the number of visits by consumers visiting clothing stores on Instagram @diory.co.

The formulation of the problems in this study are (1) Do job factors influence consumer interest in used clothes on Instagram @Diory.co? (2) Does the belief factor affect consumer interest in used clothes on Instagram @Diory.co? (3) Does lifestyle affect consumer interest in used clothes on Instagram @Diory.co? (4) Does the price factor influence consumer interest in used clothes on Instagram @Diory.co? (5) Do product quality factors influence consumer interest in used clothes on Instagram @Diory.co? (6) Do work factors, beliefs, lifestyle, price, and product quality influence consumer interest in used clothes on Instagram @Diory.co? The purpose of this study was to test (1) The effect of work on consumer interest in buying used clothes on Instagram @Diory.co (2) The effect of beliefs on consumer interest in buying used clothes on Instagram @Diory.co (3) The effect of lifestyle on interest consumers to buy used clothes on Instagram @Diory.co (4) Effect of price on consumer interest in buying used clothes on Instagram @Diory.co (5) Effect of product quality on consumer interest to buy used clothes on Instagram @Diory.co (6) The influence of work, beliefs, lifestyle, price, and product quality on consumer interest in used clothes on Instagram @Diory.co.

This study uses a quantitative research approach with associative research types. The data used are primary data obtained through interviews and respondents' responses from the results of questionnaires that have been distributed to consumers of used clothes on Instagram @diory.co. In this study using the analysis method of validity and reliability test, normality test, multicolonearity test, heteroscedasticity test, linear regression test, hypothesis test, and test the coefficient of determination.

The results of research on consumers on used clothes on Instagram @Diory.co, it can be concluded that, (1) the job variable shows a significant positive effect on consumer interest in buying used clothes on Instagram @Diory.co (2) the belief variable shows a significant positive effect on consumer interest in buying used clothes on Instagram @Diory.co (3) lifestyle variables show a significant negative effect on consumer interest in buying used clothes on Instagram @Diory.co (4) price variable shows a significant positive effect on consumer interest in buying clothes used on Instagram @Diory.co (5) the product quality variable shows a significant positive effect on consumer interest in buying used clothes on Instagram @Diory.co (6) the variables of work, belief, lifestyle, price, and product quality simultaneously have an effect on consumer interest in buying used clothes on Instagram @Diory.co.

Keywords: Work, Belief, Lifestyle, Price, Product Quality, Consumer Interes