

ABSTRAK

Skripsi dengan judul “Pengaruh Strategi Pemasaran, Keamanan Bertransaksi, dan *Review* Produk terhadap Keputusan Pembelian pada *Marketplace* Shopee (Studi Pada Mahasiswa Ekonomi Syariah IAIN Tulungagung Angkatan 2018)” ditulis oleh Qusnatun Nisak, NIM. 17402163485, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, Dosen Pembimbing: Dr. H. Dede Nurohman, M. Ag.

Penelitian ini dilatarbelakangi bahwa Shopee merupakan *marketplace* yang memiliki total jumlah pengunjung aktif terbanyak dengan beberapa hal yang dilakukan Shopee seperti *cashback*, gratis ongkir tanpa minimum order dan pemilihan *brand ambassador* dari orang terkenal yang dekat dengan pengguna. Hal ini merupakan bukti kegigihan Shopee untuk mengakuisisi pasar terutama di Indonesia sehingga perlu untuk mengkaji faktor-faktor yang berpengaruh pada keputusan pembelian konsumen yang menggunakan fitur *marketplace* tersebut.

Rumusan masalah penelitian ini terdiri dari: (1) Apakah strategi pemasaran berpengaruh signifikan terhadap keputusan pembeli produk melalui *marketplace* shopee pada mahasiswa jurusan ekonomi syariah IAIN Tulungagung angkatan 2018? (2) Apakah keamanan bertansaksi berpengaruh signifikan terhadap keputusan pembeli produk melalui *marketplace* Shopee pada mahasiswa jurusan ekonomi syariah IAIN Tulungagung angkatan 2018? (3) Apakah *review* produk berpengaruh signifikan terhadap keputusan pembeli produk melalui *marketplace* Shopee pada mahasiswa jurusan ekonomi syariah IAIN Tulungagung angkatan 2018? (4) Apakah strategi pemasaran, keamanan bertransaksi, dan *review* produk berpengaruh signifikan terhadap keputusan pembelian produk melalui *marketplace* Shopee pada mahasiswa jurusan ekonomi syariah IAIN Tulungagung angkatan 2018?

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif, dengan menggunakan data primer yang diperoleh dari kuesioner yang disebar pada responden sebanyak 100 mahasiswa jurusan Ekonomi Syariah IAIN Tulungagung angkatan 2018 dari total populasi 456 mahasiswa. Data kuesioner dianalisis menggunakan SPSS 21.0 dengan melakukan beberapa tahap uji analisis data, uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis dengan uji t dan F.

Hasil penelitian menunjukkan bahwa (1) Ada pengaruh yang signifikan antara variabel strategi pemasaran terhadap keputusan pembelian di *Marketplace* Shopee. (2) Ada pengaruh yang signifikan antara variabel keamanan bertransaksi terhadap keputusan pembelian di *Marketplace* Shopee. (3) Ada pengaruh yang signifikan antara variabel *review* produk terhadap keputusan pembelian di *Marketplace* Shopee. (4) Ada pengaruh yang signifikan antara variabel strategi pemasaran, keamanan bertransaksi, dan *review* produk terhadap keputusan pembelian di *Marketplace* Shopee.

Kata Kunci: *Strategi Pemasaran, Keamanan Bertransaksi, Review Produk, Keputusan Pembelian, Shopee*

ABSTRACT

The thesis entitled "The Influence of Marketing Strategy, Transaction Security, and Product Reviews towards Purchase Decisions on the Shopee Marketplace (Case Study on Islamic Economics Students at IAIN Tulungagung of 2018)" written by Qusnatun Nisak, Register Number. 17402163485, Department of Islamic Economics, Faculty of Islamic Economics and Business, State Islamic Institute of Tulungagung, Advisor: Dr. H. Dede Nurohman, M. Ag.

This research is motivated by Shopee that is a marketplace that has the highest total number of active visitors with several things that Shopee does such as cashback, free shipping without a minimum order and selection of brand ambassadors from famous people who are close to users. This is a testament to Shopee's persistence in acquiring markets, especially in Indonesia, so it is necessary to examine the factors that influence consumer purchasing decisions using the marketplace feature.

The formulations of the research problem were: (1) Does the marketing strategy have a significant influence towards Purchase decisions through the shopee marketplace for students majoring in Islamic economics at IAIN Tulungagung of 2018? (2) Does transaction security have a significant influence towards purchase decisions through the Shopee marketplace for students majoring in Islamic economics at IAIN Tulungagung of 2018? (3) Does product review have a significant influence towards purchase decisions through the Shopee marketplace for students majoring in Islamic economics at IAIN Tulungagung of 2018? (4) Do marketing strategies, transaction security, and product reviews have a significant influence towards purchase decisions through the Shopee marketplace for students majoring in Islamic economics at IAIN Tulungagung of 2018?

This research used a quantitative approach with the type of associative research, using primary data obtained from questionnaires distributed to respondents as many as 100 students from the population of 456 student majoring in Islamic Economics IAIN Tulungagung. The questionnaire data was analyzed using SPSS 21.0 by performing several stages of data analysis test, validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis testing with t and F tests.

The results showed that (1) There was a significant influence between the marketing strategy variables towards purchase decisions in the Shopee Marketplace. (2) There was a significant influence between transaction security variables towards purchase decisions on the Shopee Marketplace. (3) There was a significant influence between product review variables towards purchase decisions on the Shopee Marketplace. (4) There was a significant influence between the variables of marketing strategy, transaction security, and product reviews towards purchase decisions on the Shopee Marketplace.

Keywords: *Marketing Strategy, Transaction Security, Product Reviews, Purchase Decision, Shopee*