

Abstrak

Skripsi yang berjudul “Pengaruh Gaya Hidup Dan Religiusitas Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Produk Rabbani Tulungagung” ditulis oleh Hamidah Ayu Risanti Sarjana Ekonomi Syariah UIN Sayyid Ali Rahmatullah Tulungagung, dibimbing oleh Dr. Rokhmat Subagiyo, SE., MEI.

Perkembangan *fashion* syariah yang begitu pesat dan banyaknya penggunaan produk Rabbani di Tulungagung baik laki-laki ataupun perempuan yang kemungkinan hanya sebagai pemenuhan gaya hidup saja atau memang didasari oleh nilai-nilai religiusitas konsumen. Kajian penelitian ini juga didasari oleh perbedaan hasil beberapa penelitian yang berkaitan dengan perilaku konsumen, sehingga perlu adanya penelitian lanjutan yang sesuai dengan kondisi dan perkembangan *fashion* syariah wilayah Tulungagung.

Rumusan masalah dalam penelitian ini adalah (1) Apakah gaya hidup berpengaruh terhadap keputusan pembelian produk Rabbani di Tulungagung?; (2) Apakah religiusitas berpengaruh terhadap keputusan pembelian produk Rabbani di Tulungagung?; (3) Apakah gaya hidup berpengaruh terhadap minat beli produk Rabbani di Tulungagung?; (4) Apakah religiusitas berpengaruh terhadap minat beli produk Rabbani di Tulungagung?; (5) Apakah minat beli berpengaruh terhadap keputusan pembelian produk Rabbani di Tulungagung?; (6) Apakah gaya hidup berpengaruh melalui minat beli terhadap keputusan pembelian produk Rabbani di Tulungagung?; (7) Apakah religiusitas berpengaruh melalui minat beli terhadap keputusan pembelian produk Rabbani di Tulungagung?

Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik sampling yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Sampel yang digunakan adalah sebanyak 110 sampel. Teknik Analisis yang digunakan adalah analisis jalur dengan menggunakan alat analisis Warp PLS 8.0.

Hasil penelitian ini adalah (1) Gaya hidup tidak berpengaruh signifikan terhadap keputusan pembelian Produk Rabbani Tulungagung; (2) Religiusitas berpengaruh signifikan terhadap keputusan pembelian; (3) Gaya hidup berpengaruh signifikan terhadap minat beli; (4) Religiusitas tidak berpengaruh signifikan terhadap minat beli; (5) Minat beli berpengaruh signifikan terhadap keputusan pembelian; (6) Gaya hidup berpengaruh signifikan terhadap keputusan pembelian melalui minat beli; (7) Religiusitas tidak berpengaruh signifikan terhadap keputusan pembelian melalui minat beli.

Kata Kunci: Gaya Hidup, Religiusitas, Minat Beli dan Keputusan Pembelian

Absrtact

The thesis entitled "The Influence of Lifestyle and Religiosity on Purchase Decisions with Purchase Interest as an Intervening Variable for Rabbani Tulungagung Products" was written by Hamidah Ayu Risanti, Bachelor of Islamic Economics, UIN Sayyid Ali Rahmatullah Tulungagung, supervised by Dr. Rokhmat Subagiyo, SE., MEI.

The rapid development of sharia fashion and the many uses of Rabbani products in Tulungagung, both men and women, which may only fulfill a lifestyle or are indeed based on consumer religious values. This research study is also based on the differences in the results of several studies related to consumer behavior, so it is necessary to carry out further research that is in accordance with the conditions and developments of sharia fashion in the Tulungagung region.

The formulation of the problems in this study are (1) Does lifestyle influence the decision to purchase Rabbani products in Tulungagung?; (2) Does religiosity affect purchasing decisions for Rabbani products in Tulungagung?; (3) Does lifestyle affect the intention to buy Rabbani products in Tulungagung?; (4) Does religiosity affect the intention to buy Rabbani products in Tulungagung?; (5) Does buying interest affect the decision to purchase Rabbani products in Tulungagung?; (6) Does lifestyle influence through buying interest on purchasing decisions of Rabbani products in Tulungagung?; (7) Does religiosity influence through buying interest on purchasing decisions of Rabbani products in Tulungagung?

The research approach used is a quantitative approach to the type of associative research. The sampling technique used is non-probability sampling with purposive sampling method. The sample used was 110 samples. The analysis used is path analysis using the Warp PLS 8.0 analysis tool.

The results of this study are (1) lifestyle has no significant effect on purchasing decisions for Rabbani Tulungagung products; (2) Religiosity has a significant effect on purchasing decisions; (3) Lifestyle has a significant effect on purchase intention; (4) Religiosity has no significant effect on purchase intention; (5) Purchase intention has a significant effect on purchasing decisions; (6) Lifestyle has a significant effect on purchasing decisions through buying interest; (7) Religiosity has no significant effect on purchasing decisions through buying interest.

Keywords: Lifestyle, Religiosity, Purchase Intention and Purchase Decision