

ABSTRAK

Skripsi dengan judul “Pengaruh *Online Customer Review*, *Online Customer Rating*, dan *Live Streaming Shopping* Terhadap Keputusan Pembelian Melalui TikTok Shop (Studi Pada Mahasiswa *Customer* TikTok Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung)” ini ditulis oleh Deshinta Yustia Riantiarno dengan NIM 12402193026 dari Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan dosen pembimbing Dr. Qomarul Huda, M.Ag.

Penelitian ini dilatarbelakangi oleh adanya perubahan pola belanja masyarakat, khususnya mahasiswa yang lebih menyukai berbelanja melalui media online, salah satunya TikTok Shop. Sebagai aplikasi belanja online TikTok Shop membawa banyak kemudahan, tetapi juga membawa berbagai resiko negative karena keterbatasan informasi tentang produk. Dalam skripsi ini peneliti ingin menganalisis pengaruh tiga fitur penyedia informasi produk pada aplikasi TikTok yaitu (1) Apakah *online customer review* berpengaruh terhadap keputusan pembelian mahasiswa melalui TikTok Shop?, (2) Apakah *online customer rating* berpengaruh terhadap keputusan pembelian mahasiswa melalui TikTok Shop?, (3) Apakah *live streaming shopping* berpengaruh terhadap keputusan pembelian mahasiswa melalui TikTok Shop?, (4) Apakah *online customer review*, *online customer rating*, dan *live streaming shopping* secara bersama-sama berpengaruh terhadap keputusan pembelian mahasiswa melalui TikTok Shop?.

Adapun tujuan dari penelitian ini adalah (1) Untuk menganalisis pengaruh *online customer review* terhadap keputusan pembelian mahasiswa melalui TikTok Shop, (2) Untuk menganalisis pengaruh *online customer rating* terhadap keputusan pembelian mahasiswa melalui TikTok Shop, (3) Untuk menganalisis pengaruh *live streaming shopping* terhadap keputusan pembelian mahasiswa melalui TikTok Shop, (4) Untuk menganalisis pengaruh *online customer review*, *online customer rating* dan *live streaming shopping* terhadap keputusan pembelian mahasiswa melalui TikTok Shop.

Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian asosiatif. Data yang digunakan merupakan data primer dengan populasi yang berjumlah 368 dan sampel sebanyak 80 responden yaitu mahasiswa Ekonomi Syariah tahun angkatan 2019 yang diambil menggunakan rumus slovin. Penelitian ini menggunakan analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa (1) *Online customer review* memiliki pengaruh positif dan tidak signifikan terhadap keputusan pembelian mahasiswa melalui TikTok Shop. (2) *Online customer rating* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian mahasiswa melalui TikTok Shop. (3) *Live streaming shopping* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian mahasiswa melalui TikTok Shop. (4) *online customer review*, *online customer rating*, dan *live streaming shopping* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian mahasiswa melalui TikTok Shop.

Kata kunci: *online customer review*, *online customer rating*, *live streaming shopping*, keputusan pembelian

ABSTRACT

This thesis entitled "The Influence of Online Customer Reviews, Online Customer Ratings, and Live Streaming Shopping on Purchase Decisions Through the TikTok Shop (Study on TikTok Customer Studens at State Islamic University Sayyid Ali Rahmatullah Tulungagug)" was written by Deshinta YustiaRiantiarno with NIM 12402193026 from the Islamic Economics Study Program, Faculty of Economics and Islamic Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung with supervisor Dr. Qomarul Huda, M.Ag.

.This research is motivated by changes in people's spending patterns, especially students who prefer shopping through online media, one of which is the TikTok Shop. As an online shopping application, TikTok Shop brings many conveniences, but also carries various negative risks due to limited information about products. In this thesis, the researcher wants to analyze the effect of three product information provider features on the TikTok application, namely (1) Does online customer review affect student purchasing decisions through the TikTok Shop?, (2) Does online customer rating affect student purchasing decisions through the TikTok Shop?, (3) Does live streaming shopping affect student purchasing decisions through the TikTok Shop?, (4) Do online customer reviews, online customer ratings, and live streaming shopping simultaneously influence student purchasing decisions through the TikTok Shop?

The objectives of this study are (1) To analyze the effect of online customer reviews on student purchasing decisions through the TikTok Shop, (2) To analyze the effect of online customer ratings on student purchasing decisions through the TikTok Shop, (3) To analyze the effect of live streaming shopping on student purchasing decisions through the TikTok Shop, (4) To analyze the influence of online customer reviews, online customer ratings and live streaming shopping on student purchasing decisions through the TikTok Shop.

This study uses a quantitative approach and associative research types. The data used is primary data with a population of 368 and a sample of 80 respondents, namely Islamic Economics students in the 2019 class which were taken using the slovin formula. This study uses multiple linear regression analysis.

The results of this study indicate that (1) Online customer reviews have a positive and insignificant influence on student purchasing decisions through the TikTok Shop. (2) Online customer rating has a positive and significant influence on student purchasing decisions through the TikTok Shop. (3) Live streaming shopping has a positive and significant influence on student purchasing decisions through the TikTok Shop. (4) online customer reviews, online customer ratings, and live streaming shopping simultaneously have a positive and significant effect on student purchasing decisions through the TikTok Shop.

Keywords: *online customer reviews, online customer ratings, live streaming shopping, purchasing decisions*