

ABSTRAK

Skripsi dengan judul “Pengaruh *Electronic Word Of Mouth*, *Online Shopping Experience*, dan *Lifestyle* Terhadap Keputusan Pembelian Melalui Tiktok Shop” ini ditulis oleh Qorik Aura Faridah, NIM. 12405193330, pembimbing Galih Pradananta, M.Si.

Tiktok shop merupakan salah satu jenis dari *e-commerce* yang terus berkembang dan diminati oleh kalangan anak muda saat ini untuk melakukan pemenuhan kebutuhan meskipun kemunculannya yang terbilang masih baru daripada aplikasi *e-commerce* lain yaitu pada tahun 2021. Tiktok shop memperlihatkan pertumbuhannya melalui GMV yang didapat pada tahun 2022. Pertumbuhan yang dialami Tiktok shop tentu tidak terlepas dari komentar atau pendapat antar konsumen, pengalaman yang dialami oleh konsumen dan juga gaya hidup konsumen. Maka, penelitian ini mengambil permasalahan *electronic word of mouh*, *online shopping experience*, dan *lifestyle*, dengan tujuan untuk mengetahui pengaruh *electronic word of mouh*, *online shopping experience*, dan *lifestyle* terhadap keputusan pembelian melalui Tiktok shop pada mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung.

Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan rumus Lemeshow. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 69 mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2019 yang pernah melakukan pembelian melalui Tiktok shop. Tahap berikutnya data kuesioner yang telah terkumpul dianalisis menggunakan regresi linier berganda yang bertujuan untuk mengetahui setiap pengaruh variabel. Data-data yang telah lolos uji validitas dan reabilitas, uji asumsi klasik kemudian diolah dan mendapatkan hasil persamaan regresi sebagai berikut:

$$Y = 10,355 + (-0,017)X_1 + (0,205)X_2 + (0,574)X_3 + e$$

Pengujian hipotesis menggunakan uji t menunjukkan bahwa variabel *electronic word of mouth* tidak berpengaruh positif signifikan terhadap keputusan pembelian sedangkan *online shopping experience* dan *lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian. Kemudian pada uji F menunjukkan bahwa variabel *electronic word of mouth*, *online shopping experience* dan *lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian. Angka Adjusted R Square menunjukkan 0,459 atau 45,9% yang artinya keputusan pembelian sebesar 45,9% dipengaruhi oleh *electronic word of mouth*, *online shopping experience*, dan *lifestyle* dan sebesar 54,1% dipengaruhi oleh faktor lain.
Kata Kunci: E-Commerce, Electronic Word Of Mouth, Lifestyle, Online Shopping Experience, Keputusan Pembelian, Tiktok shop

ABSTRACT

Thesis with the title "Effect of Electronic Word Of Mouth, Online Shopping Experience, and Lifestyle on Purchase Decisions Through the Tiktok Shop" This was written by Qorik Aura Faridah, NIM. 12405193330, Galih Pradananta, M.Sc.

Tiktok shop is one type of e-commerce that continues developing and in demand by young people today to do fulfillment of needs even though its emergence is still relatively new than other e-commerce applications that is in 2021. Tiktok shop show its growth through GMV obtained in 2022. The growth experienced by the Tiktok shop is certainly inseparable from comments or comments opinions among consumers, experiences experienced by consumers as well consumer lifestyle. So, this research takes electronic problems word of mouh, online shopping experience, and lifestyle, with the goal of knowing the effect of electronic word of mouh, online shopping experience, and lifestyle on purchasing decisions through the Tiktok shop for students sharia business management at UIN Sayyid Ali Rahmatullah Tulungagung.

The sampling technique uses nonprobability sampling with the Lemeshow formula. The number of samples used in this study as many as 69 sharia business management students at UIN Sayyid Ali Rahmatullah Tulungagung class of 2019 who have purchased through Tiktok shop. The next stage of the questionnaire data that has been collected is analyzed using multiple linear regression which aims to find out each variable effect.

The data that has passed the validity and reliability tests, test classical assumptions are then processed and get the results of the regression equation as follows: Testing the hypothesis using the t test shows that the variable is electronic word of mouth has no significant positive effect on purchasing decisions while online shopping experience and lifestyle have a positive effect and significant to the purchase decision. Then the F test shows that the variable electronic word of mouth, online shopping experience and Lifestyle has a positive and significant effect on purchasing decisions. Number Adjusted R Square shows 0.459 or 45.9% which means a decision purchases of 45.9% were influenced by electronic word of mouth, online shopping experience, and lifestyle and 54.1% influenced by other factors.

Keywords: E-Commerce, Electronic Word Of Mouth, Lifestyle, Online Shopping Experience, Purchase Decision, Tiktok shop