

## ABSTRAK

Skripsi dengan judul “Pengaruh Persepsi Harga, *Design* Produk, dan *Digital Marketing* terhadap Keputusan Pembelian *Merchandise* K-Pop pada Mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2020” ini ditulis oleh Alfi Rohmatin Aulia, NIM. 126405201019, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, pembimbing Rizal Furqan Ramadhan, S.Kom., M.T.

Penelitian ini dilatarbelakangi oleh berkembangnya budaya musik asal Korea Selatan di Indonesia. Hal tersebut menyebabkan munculnya penggemar K-Pop yang sukarela mengeluarkan uang untuk membeli produk yang berhubungan dengan idol K-Pop yang mereka gemari, contohnya *merchandise* K-Pop. Keputusan pembelian seorang penggemar K-Pop dapat didasari oleh faktor persepsi harga, *design* produk, dan *digital marketing* yang dapat memengaruhi tingkat keputusan pembelian terhadap *merchandise* K-Pop.

Rumusan penelitian dalam penelitian ini adalah: Apakah terdapat pengaruh persepsi harga terhadap keputusan pembelian *merchandise* K-Pop?, Apakah terdapat pengaruh *design* produk terhadap keputusan pembelian *merchandise* K-Pop, Apakah terdapat pengaruh *digital marketing* terhadap keputusan pembelian *merchandise* K-Pop, Apakah terdapat pengaruh persepsi harga, *design* produk, dan *digital marketing* secara simultan terhadap keputusan pembelian *merchandise* K-Pop?

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari kuesioner yang disebar pada mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2020 yang disebar secara *online* melalui *google form*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 160 responden. Data kuesioner diolah menggunakan SPSS 16 dengan melakukan uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heterokedastisitas), uji regresi berganda, uji hipotesis (uji T, uji F), dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel persepsi harga, *design* produk, dan *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. Selanjutnya variabel persepsi harga, *design* produk, dan *digital marketing* secara simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian *merchandise* K-Pop pada mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2020 sebesar 38.6%, sedangkan sisanya sebesar 61.4% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci:** persepsi harga, *design* produk, *digital marketing*, keputusan pembelian, *merchandise*

## **ABSTRACT**

*The thesis titled "The Influence of Price Perception, Product Design, and Digital Marketing on K-Pop Merchandise Purchasing Decisions among Sharia Business Management Students at UIN Sayyid Ali Rahmatullah Tulungagung Class of 2020" was written by Alfi Rohmatin Aulia, NIM. 126405201019, Sharia Business Management Study Program, Department of Business and Management, Faculty of Islamic Economics and Business, supervised by Rizal Furqan Ramadhan, S.Kom., M.T.*

*This research is motivated by the growing influence of South Korea music culture in Indonesia. This phenomenon has led to the emergence of K-Pop fans who willingly spend money on products related to their favorite K-Pop idols, such as K-Pop merchandise. The purchasing decisions of K-Pop fans can be influenced by several factors, including price perceptions, product design, and digital marketing. These factors can significantly affect the level of purchasing decisions for K-Pop merchandise.*

*The research formulation in this study is: Is there an influence of price perception on the decision to purchase K-Pop merchandise?, Is there an influence of product design on the decision to purchase K-Pop merchandise, Is there an influence of digital marketing on the decision purchasing K-Pop merchandise, Is there a simultaneous influence of price perception, product design, and digital marketing on the decision to purchase K-Pop merchandise?*

*This research uses a quantitative approach with an associative type of research. The data used in this research is primary data obtained from a questionnaire distributed to Sharia Business Management students at UIN Sayyid Ali Rahmatullah Tulungagung class of 2020 which was distributed online via Google Form. The number of samples used in this research was 160 respondents. The questionnaire data were processed using SPSS 16 by carrying out validity tests, reliability tests, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple regression tests, hypothesis tests (T test, F test), and coefficient of determination tests.*

*The results of this research show that partially the variables price perception, product design, and digital marketing have a positive and significant effect on purchasing decisions. Furthermore, the variables of price perception, product design, and digital marketing simultaneously have a positive and significant influence on purchasing decisions for K-Pop merchandise among Sharia Business Management students at UIN Sayyid Ali Rahmatullah Tulungagung class of 2020 amounting to 38.6%, while the remaining 61.4% is influenced by other variables which was not examined in this study.*

**Keywords:** *price perception, product design, digital marketing, purchasing decisions, merchandise*