

ABSTRAK

Skripsi dengan judul “Pengaruh Harga dan *Online Customer Review* terhadap Keputusan Pembelian Produk *Fashion* Muslim di *Marketplace* Shopee dengan Metode Pembayaran Sebagai Variabel *Intervening*” ini ditulis oleh Yuyun Hidayatul Rahmadani, NIM. 126402201041, pembimbing Dr. Binti Nur Asiyah, M.Si.

Penelitian ini dilatarbelakangi oleh perubahan sistem belanja dari offline menjadi online. Dalam belanja online, konsumen memiliki keterbatasan untuk mengetahui karakteristik dan kualitas produk secara langsung. Konsumen perlu mempertimbangkan faktor-faktor yang dapat mempengaruhi keputusan pembelian seperti harga, ulasan pelanggan dan kemudahan metode pembayaran. Tujuan penelitian ini adalah (1) untuk menganalisis pengaruh signifikan harga terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (2) untuk menganalisis pengaruh signifikan *online customer review* terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (3) untuk menganalisis pengaruh signifikan metode pembayaran terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (4) untuk menganalisis pengaruh signifikan harga terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee dengan metode pembayaran sebagai variabel *intervening*, (5) untuk menganalisis pengaruh signifikan *online customer review* terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee melalui metode pembayaran sebagai variabel *intervening*.

Penelitian ini menggunakan pendekatan kuantitatif dengan data primer melalui kuesioner. Teknik sampling yang digunakan *non probability sampling* dengan *snowball sampling*. Penentuan sampel menggunakan rumus Hair menghasilkan sebanyak 90 sampel. Analisis data dilakukan dengan uji *outer model*, uji *inner model* dan uji hipotesis menggunakan bantuan software SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa (1) secara parsial harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (2) secara parsial *online customer review* berpengaruh positif signifikan terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (3) secara parsial metode pembayaran berpengaruh positif namun tidak signifikan terhadap keputusan pembelian produk *fashion* muslim di *marketplace* Shopee, (4) secara tidak langsung harga berpengaruh positif namun tidak signifikan terhadap keputusan pembelian dengan metode pembayaran sebagai variabel *intervening*, (5) secara tidak langsung *online customer review* berpengaruh positif namun tidak signifikan terhadap keputusan pembelian dengan metode pembayaran sebagai variabel *intervening*. Hasil penelitian ini digunakan sebagai bahan evaluasi konsumen dalam berbelanja online agar lebih cermat membandingkan harga, membaca ulasan pelanggan, dan memilih metode pembayaran yang mudah dan aman.

Kata Kunci: Keputusan Pembelian, Harga, *Online Customer Review*, Metode Pembayaran

ABSTRACT

The thesis entitled "The Influence of Price and Online Customer Review on Purchase Decisions of Muslim Fashion Products in the Shopee Marketplace with Payment Method as an Intervening Variable" was written by Yuyun Hidayatul Rahmadani, NIM. 126402201041, supervisor Dr. Binti Nur Asiyah, M.Si.

This research is motivated by the change in the shopping system from offline to online. In online shopping, consumers have limitations to know the characteristics and quality of the product directly. Consumers need to consider factors that can influence purchasing decisions such as price, customer reviews and ease of payment methods. The objectives of this study are (1) to analyze the significant effect of price on purchasing decisions for Muslim fashion products in the Shopee marketplace, (2) to analyze the significant effect of online customer reviews on purchasing decisions for Muslim fashion products in the Shopee marketplace, (3) to analyze the significant effect of payment methods on purchasing decisions for Muslim fashion products in the Shopee marketplace, (4) to analyze the significant effect of price on purchasing decisions for Muslim fashion products in the Shopee marketplace with payment methods as intervening variables, (5) to analyze the significant effect of online customer reviews on purchasing decisions for Muslim fashion products in the Shopee marketplace through payment methods as intervening variables.

This study uses a quantitative approach with primary data through This research uses a quantitative approach with primary data through questionnaires. The sampling technique used was non-probability sampling with snowball sampling. Determination of the sample using Hair's formula resulted in 90 samples. Data analysis was carried out by testing the outer model, inner model test and hypothesis testing using SmartPLS 3.0 software.

The results showed that (1) partially the price has a positive and significant effect on purchasing decisions for Muslim fashion products in the Shopee marketplace, (2) partially online customer reviews have a significant positive effect on purchasing decisions for Muslim fashion products in the Shopee marketplace, (3) partially the payment method has a positive but insignificant effect on purchasing decisions for Muslim fashion products in the Shopee marketplace, (4) indirectly the price has a positive but insignificant effect on purchasing decisions with payment methods as intervening variables, (5) indirectly online customer reviews have a positive but insignificant effect on purchasing decisions with payment methods as intervening variables. The results of this study are used as material for evaluating consumers in shopping online to more carefully compare prices, read customer reviews, and choose easy and safe payment methods.

Keywords: Purchase Decision, Price, Online Customer Review, Payment Method