

ABSTRAK

Skripsi dengan judul “Pengaruh Dompot Digital Dan Gaya Hidup Terhadap Keputusan Pembelian Produk Fashion Muslim di Shopee Melalui Minat Beli Generasi Z Kabupaten Kediri” yang ditulis oleh Ayu Fitriana, NIM. 1264021211011, Pembimbing Dr. Rokhmat Subagiyo, M.E.I

Kata Kunci: Dompot Digital, Gaya Hidup, Keputusan Pembelian, Minat Beli

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang mengubah pola konsumsi masyarakat, khususnya Generasi Z yang akrab dengan teknologi serta kecenderungan mengikuti gaya hidup modern. Kemajuan teknologi ini mendorong hadirnya berbagai platform *e-commerce*, salah satunya *Shopee*. *Shopee* menawarkan kemudahan berbelanja berbagai produk, termasuk *fashion muslim*. Dengan dukungan metode pembayaran seperti dompet digital mempermudah transaksi pembelian produk *fashion* di *Shopee*. Produk *fashion* yang selalu berkembang mendorong minat beli Generasi Z, khususnya beragama islam untuk selalu mengikuti tren guna untuk menyesuaikan dengan identitas dirinya sebagai seorang muslim.

Rumusan masalah dalam penelitian ini adalah (1) Bagaimana pengaruh dompet digital terhadap keputusan pembelian produk *fashion muslim* di *Shopee* pada Generasi Z Kabupaten Kediri?, (2) Bagaimana pengaruh gaya hidup terhadap keputusan pembelian produk *fashion muslim* di *Shopee* pada Generasi Z Kabupaten Kediri?, (3) Bagaimana pengaruh dompet digital terhadap minat beli produk *fashion muslim* di *Shopee* pada Generasi Z Kabupaten Kediri?, (4) Bagaimana pengaruh gaya hidup terhadap minat beli produk *fashion muslim* di *Shopee* pada Generasi Z Kabupaten Kediri?, (5) Bagaimana pengaruh minat beli Generasi Z kabupaten Kediri terhadap keputusan pembelian produk *fashion muslim* di *Shopee*?, (6) Bagaimana pengaruh dompet digital terhadap keputusan pembelian produk *fashion muslim* di *Shopee* dengan minat beli Generasi Z kabupaten Kediri?, (7) Bagaimana pengaruh gaya hidup terhadap keputusan pembelian produk *fashion muslim* di *Shopee* dengan minat beli Generasi Z kabupaten Kediri?.

Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis asosiatif. Teknik sampling yang digunakan adalah *non probability sampling* dengan metode purposive sampling. Sampel yang digunakan sebanyak 140 sampel. Teknik analisis yang digunakan adalah *Patial Least Square* dengan bantuan SmartPLS.

Berdasarkan hasil penelitian yang dilakukan, dapat disimpulkan bahwa (1) Dompot digital berpengaruh signifikan terhadap keputusan pembelian, (2) Gaya hidup tidak berpengaruh signifikan terhadap keputusan pembelian, (3) Dompot digital berpengaruh signifikan terhadap minat beli, (4) Gaya hidup berpengaruh signifikan terhadap keputusan pembelian, (5) Minat beli berpengaruh signifikan terhadap keputusan pembelian, (6) Dompot digital berpengaruh signifikan terhadap keputusan pembelian melalui minat beli, (7) Gaya hidup signifikan terhadap keputusan pembelian melalui minat beli.

ABSTRACT

The thesis entitled “The Influence of Digital Wallets and Lifestyle on the Purchase Decisions of Muslim Fashion Products on Shopee Through the Purchasing Interests of Generation Z in Kediri Regency” written by Ayu Fitriana, NIM. 1264021211011, Advisor Dr. Rokhmat Subagiyo, M.E.I

Keywords: Digital Wallets, Lifestyle, Purchase Decisions, Purchase Intention

This study is motivated by the development of digital technology that has changed people's consumption patterns, especially among Generation Z, who are familiar with technology and tend to follow modern lifestyles. This technological advancement has led to the emergence of various e-commerce platforms, one of which is Shopee. Shopee offers convenience in shopping for various products, including Muslim fashion. With the support of payment methods such as digital wallets, purchasing fashion products on Shopee has become easier. The ever-evolving nature of fashion products has sparked the purchasing interest of Generation Z, particularly those of the Islamic faith, to keep up with trends in order to align with their identity as Muslims.

The research questions in this study are: (1) How does the digital wallet influence purchasing decisions for Muslim fashion products on Shopee among Generation Z in Kediri Regency? (2) How does lifestyle influence purchasing decisions for Muslim fashion products on Shopee among Generation Z in Kediri Regency? (3) How does the digital wallet influence purchasing interest in Muslim fashion products on Shopee among Generation Z in Kediri Regency? (4) How does lifestyle influence the purchasing interest in Muslim fashion products on Shopee among Generation Z in Kediri Regency?, (5) How does the purchasing interest of Generation Z in Kediri Regency influence the purchasing decision for Muslim fashion products on Shopee?, (6) How does the digital wallet influence the purchasing decision for Muslim fashion products on Shopee in relation to the purchasing interest of Generation Z in Kediri Regency?, (7) How does lifestyle influence the decision to purchase Muslim fashion products on Shopee with the purchasing interest of Generation Z in Kediri Regency?

The research approach used is a quantitative approach with an associative type. The sampling technique used is non-probability sampling with a purposive sampling method. The sample size is 140 samples. The analysis technique used is Partial Least Squares with the assistance of SmartPLS.

Based on the results of the study, it can be concluded that (1) Digital wallets significantly influence purchasing decisions, (2) Lifestyle does not significantly influence purchasing decisions, (3) Digital wallets significantly influence purchasing interest, (4) Lifestyle significantly influences purchasing decisions, (5) Purchasing interest significantly influences purchasing decisions, (6) Digital wallets significantly influence purchasing decisions through purchase interest, (7) Lifestyle significantly influences purchasing decisions through purchase interest.