

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Etika Bisnis Islam terhadap Kepercayaan pada Produk Avoskin berbasis *Sustainability* dengan *Perceived Risk* sebagai Variabel Moderasi” ditulis oleh Amanatus Sholihah NIM. 126402212116, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing Sri Dwi Estiningrum, S.E., Ak., M.M., C.A.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Etika Bisnis Islam, *Perceived Risk*, Kepercayaan, *Sustainability*

Penelitian ini dilatar belakangi oleh semakin meningkatnya tren konsumsi produk kecantikan, khususnya di kalangan perempuan generasi Z, yang berpotensi menyebabkan dampak lingkungan akibat limbah kecantikan. Avoskin merupakan merek lokal yang mengusung konsep ramah lingkungan, namun preferensi konsumen dalam membentuk faktor kepercayaan pada produk dipengaruhi oleh beberapa faktor diantaranya yaitu kualitas produk, kualitas pelayanan, etika bisnis Islam, serta *perceived risk* sebagai pertimbangan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kualitas pelayanan, dan etika bisnis Islam terhadap kepercayaan pada produk Avoskin berbasis *sustainability* yang dimoderasi oleh *perceived risk*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 384 responden. Pengambilan sampel dilakukan dengan teknik *non probability sampling* dengan metode *accidental sampling*, yang diperoleh melalui penyebaran kuesioner kepada responden yang merupakan penduduk Kabupaten Tulungagung yang berjenis kelamin perempuan dan terkategori generasi Z, dan pernah membeli atau menggunakan produk Avoskin. Data yang terkumpul dianalisis menggunakan *software* SmartPLS versi 3 dengan metode analisis *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan konsumen, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepercayaan, serta etika bisnis Islam berpengaruh positif dan signifikan terhadap kepercayaan pada Produk Avoskin berbasis *Sustainability*. *Perceived risk* berperan sebagai variabel moderasi yang memperkuat hubungan antara kualitas produk dan kepercayaan, namun tidak berpengaruh signifikan dalam memoderasi hubungan antara kualitas pelayanan dan kepercayaan serta etika bisnis Islam dan kepercayaan pada Produk Avoskin berbasis *Sustainability*.

ABSTRACT

Thesis with the title “The Effect of Product Quality, Service Quality, and Islamic Business Ethics on Trust in Sustainability-based Avoskin Products with Perceived Risk as a Moderating Variable” written by Amanatus Sholihah NIM. 126402212116, Sharia Economics Study Program, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, with Supervisor Sri Dwi Estiningrum, S.E. Ak., M.M., C.A.

Keywords: *Product Quality, Service Quality, Islamic Business Ethics, Perceived Risk, Trust, Sustainability*

This research is motivated by the increasing trend of beauty product consumption, especially among generation Z women, which has the potential to cause environmental impacts due to beauty waste. Avoskin is a local brand that carries the concept of environmentally friendly, but consumer preferences in forming trust factors in products are influenced by several factors including product quality, service quality, Islamic business ethics, and perceived risk as a consideration. This study aims to analyze the effect of product quality, service quality, and Islamic business ethics on trust in sustainability-based Avoskin products moderated by perceived risk.

This study uses a quantitative approach with a sample size of 384 respondents. Sampling was carried out by non-probability sampling technique with accidental sampling method, which was obtained through distributing questionnaires to respondents who were residents of Tulungagung Regency who were female and categorized as generation Z, and had bought or used Avoskin products. The collected data were analyzed using SmartPLS software version 3 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method.

The results showed that product quality has a positive and significant effect on consumer trust, service quality has a positive and significant effect on trust, and Islamic business ethics has a positive and significant effect on trust in Sustainability-based Avoskin Products. Perceived risk acts as a moderating variable that strengthens the relationship between product quality and trust, but has no significant effect in moderating the relationship between service quality and trust, and Islamic business ethics and trust in Sustainability-based Avoskin Products.