

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Rating dan Customer Review terhadap Keputusan Pembelian Produk Halal melalui Marketplace pada Generasi Z” ini ditulis oleh Nanda Regita Cahyani, NIM. 126405211046, Prodi Manajemen Bisnis Syariah, Jurusan Bisnis Manajemen, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Dr. Binti Nur Asiyah, M.Si.

Kata kunci: *Harga, Rating, Customer Review, Keputusan Pembelian, Produk Halal, Generasi Z, Marketplace*

Penelitian ini dilatarbelakangi oleh meningkatnya tren konsumsi produk halal melalui platform marketplace oleh Generasi Z, seiring dengan perkembangan e-commerce dan digitalisasi informasi. Namun, meskipun minat terhadap produk halal meningkat, keputusan pembelian konsumen Generasi Z masih dipengaruhi oleh berbagai faktor digital seperti harga, rating, dan customer review yang ada pada marketplace.

Tujuan penelitian ini memiliki tujuan untuk (1) Menguji pengaruh harga terhadap keputusan pembelian produk halal melalui marketplace. (2) Untuk menguji pengaruh rating terhadap keputusan pembelian produk halal melalui marketplace. (3) Untuk menguji pengaruh customer review terhadap keputusan pembelian produk halal melalui marketplace. (4) Untuk menguji pengaruh harga, rating, dan customer review secara simultan terhadap keputusan pembelian produk halal melalui marketplace. Data yang digunakan dalam penelitian ini merupakan data primer dengan jumlah sampel yang diperoleh sebanyak 100 sampel. Data dalam penelitian ini diperoleh dari Generasi Z yang ada di Kabupaten Tulungagung.

Metode penelitian dalam penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dalam penelitian ini menggunakan teknis *Snowball sampling*. Metode analisis yang digunakan meliputi uji asumsi klasik (uji normalitas, uji multikolinieritas, uji heterokedastisitas), regresi linier berganda, uji hipotetis dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan 1) Harga, *Rating* dan *Customer review* berpengaruh secara bersama-sama terhadap keputusan pembelian 2) Harga berpengaruh secara positif dan signifikan terhadap keputusan pembelian 3) *Rating* berpengaruh secara positif dan signifikan terhadap keputusan pembelian 4) *Customer review* berpengaruh secara positif dan signifikan terhadap keputusan pembelian.

ABSTRACT

The thesis entitled "The Influence of Price, Rating and Customer Review on Purchase Decisions of Halal Products through Marketplaces on Generation Z" was written by Nanda Regita Cahyani, NIM. 126405211046, Sharia Business Management Study Program, Business Management Department, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung, supervised by Dr. Binti Nur Asiyah, M.Si.

Keywords: Price, Rating, Customer Review, Purchasing Decisions, Halal Products, Generation Z, Marketplace

This research is motivated by the increasing trend of halal product consumption through marketplace platforms by Generation Z, along with the development of e-commerce and information digitalization. However, although interest in halal products is increasing, Generation Z consumer purchasing decisions are still influenced by various digital factors such as price, rating, and customer reviews on the marketplace.

The objectives of this study are to (1) Test the influence of price on purchase decisions of halal products through marketplaces. (2) To test the influence of rating on purchase decisions of halal products through marketplaces. (3) To test the influence of customer reviews on purchase decisions of halal products through marketplaces. (4) To test the influence of price, rating, and customer review simultaneously on the decision to purchase halal products through the marketplace. The data used in this study are primary data with a sample size of 100 samples. The data in this study were obtained from Generation Z in Tulungagung Regency.

The research method in this study uses a quantitative approach with an associative research type. Sampling in this study uses the Snowball sampling technique. The analysis methods used include classical assumption tests (normality tests, multicollinearity tests, heteroscedasticity tests), multiple linear regression, hypothetical tests and determination coefficient tests.

The results of this study indicate 1) Price, Rating and Customer review simultaneously influence purchasing decisions 2) Price has a positive and significant effect on purchasing decisions 3) Rating has a positive and significant effect on purchasing decisions 4) Customer reviews have a positive and significant effect on purchasing decisions.