

ABSTRAK

Skripsi dengan judul “Analisis Perilaku Konsumen Dalam Melakukan Pembelian Produk Kamera Canon Ditinjau Dari Perspektif *Maqashid Syariah* (Studi kasus pada gallery camera Jl. Kimangunsarkoro No. 18 Beji Boyolangu Tulungagung)” ini ditulis oleh Reza Fauzi, NIM. 12405183247, dengan pembimbing Dr. Refki Rusyadi, M.Pd.I.

Perkembangan teknologi digital telah mendorong meningkatnya konsumsi produk kamera, khususnya merek Canon yang mendominasi pasar global maupun lokal, seperti di Gallery Camera Tulungagung. Namun, di tengah dominasi tersebut, kajian tentang perilaku konsumen Muslim dalam membeli produk teknologi modern seperti kamera masih minim, terutama yang menyoroti dimensi religiusitas dan nilai *maqashid syariah*. Kesenjangan ini menunjukkan perlunya penelitian yang tidak hanya memfokuskan pada aspek rasional seperti harga dan kualitas, tetapi juga menggali sejauh mana nilai-nilai Islam memengaruhi keputusan konsumsi masyarakat Muslim.

Fokus masalah dalam penelitian ini dirumuskan untuk menjawab permasalahan yang ada, yaitu: (1) bagaimana perilaku konsumen dalam melakukan pembelian kamera Canon di Gallery Camera, Jl. Kimangunsarkoro No. 18 Beji, Boyolangu, Tulungagung; dan (2) bagaimana tinjauan *maqashid syariah* terhadap perilaku konsumen dalam pembelian produk kamera.

Penelitian ini merupakan studi deskriptif kualitatif dengan pendekatan lapangan (*field research*). Data dikumpulkan melalui observasi dan wawancara terstruktur dengan pemilik dan beberapa konsumen yang dipilih secara *purposive*. Peneliti hadir langsung sebagai pengamat aktif untuk menggali makna di balik keputusan pembelian. Teknik analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, dengan menitikberatkan pada kesesuaian perilaku konsumen terhadap lima tujuan utama *Maqashid Syariah*: menjaga agama, jiwa, akal, keturunan, dan harta.

Hasil penelitian menunjukkan bahwa perilaku konsumen dalam pembelian kamera Canon di Gallery Camera Tulungagung bersifat rasional, terencana, dan dipengaruhi oleh kebutuhan, kualitas produk, reputasi merek, serta pelayanan toko. Konsumen aktif mencari informasi dan menunjukkan loyalitas melalui pembelian ulang dan rekomendasi. Ditinjau dari *Maqashid Syariah*, perilaku ini sejalan dengan prinsip *Hifz al-Din*, *al-Nafs*, *al-‘Aql*, *al-Mal*, dan *al-Nasl*, mencerminkan sikap konsumsi yang etis, produktif, dan sesuai dengan nilai-nilai Islam.

Kata Kunci: Perilaku Konsumen, Pembelian Kamera, Canon, *Maqashid Syariah*, Konsumsi Islami, Gallery Camera Tulungagung

ABSTRACT

The thesis titled "Analysis of Consumer Behavior in Purchasing Canon Camera Products from the Perspective of Maqashid Syariah (A Case Study at Gallery Camera, Jl. Kimangunsarkoro No. 18, Beji, Boyolangu, Tulungagung)" was written by Reza Fauzi, Student ID 12405183247, under the supervision of Dr. Refki Rusyadi, M.Pd.I.

The advancement of digital technology has driven an increase in the consumption of camera products, particularly the Canon brand, which dominates both global and local markets, such as at Gallery Camera Tulungagung. However, despite this dominance, studies on the behavior of Muslim consumers in purchasing modern technological products like cameras remain limited, especially those that highlight religiosity and the values of Maqashid Syariah. This gap indicates the need for research that not only focuses on rational aspects such as price and quality but also explores the extent to which Islamic values influence Muslim consumer decisions.

This research aims to answer the following problems: (1) how is consumer behavior in purchasing Canon cameras at Gallery Camera, Jl. Kimangunsarkoro No. 18, Beji, Boyolangu, Tulungagung; and (2) how does Maqashid Syariah view consumer behavior in purchasing camera products?

This study is a descriptive qualitative research using a field research approach. Data were collected through observations and structured interviews with the store owner and several purposively selected consumers. The researcher was directly involved as an active observer to explore the meaning behind purchasing decisions. Data analysis was conducted through stages of data reduction, data presentation, and conclusion drawing, with emphasis on the alignment of consumer behavior with the five primary objectives of Maqashid Syariah: preserving religion, life, intellect, lineage, and wealth.

The research findings show that consumer behavior in purchasing Canon cameras at Gallery Camera Tulungagung is rational, well-planned, and influenced by needs, product quality, brand reputation, and store services. Consumers actively seek information and demonstrate loyalty through repeat purchases and recommendations. From the perspective of Maqashid Syariah, this behavior aligns with the principles of Hifz al-Din, al-Nafs, al-‘Aql, al-Mal, and al-Nasl, reflecting ethical and productive consumption behavior that adheres to Islamic values.

Keywords: Consumer Behavior, Camera Purchase, Canon, Maqashid Syariah, Islamic Consumption, Gallery Camera Tulungagung