

ABSTRAK

Skripsi dengan judul “Pengaruh Halal *Awareness* sebagai Variabel Intervening dalam Pengaruh Harga dan Kualitas Produk terhadap *Impulsif buying* pada Konsumen Generasi Z Muslim di Tulungagung pengguna Shopee” ini ditulis oleh Camelya Sufyan Ramadhani, NIM. 1860402221054, dengan pembimbing Citra Mulya Sari, S.E.,Sy., M.E.

Kata Kunci: Harga, Kualitas Produk, Halal *Awareness*, *Impulsif Buying*, Generasi Z Muslim, Shopee.

Perkembangan teknologi dan *e-commerce* telah mengubah pola konsumsi masyarakat, khususnya Generasi Z yang dekat dengan teknologi digital. Shopee sebagai salah satu marketplace terbesar di Indonesia menawarkan berbagai fitur promosi yang dapat mendorong perilaku pembelian *impulsif*. Di sisi lain, konsumen Muslim tidak hanya mempertimbangkan harga dan kualitas produk, tetapi juga aspek kehalalan produk melalui halal *awareness*. Oleh karena itu, penelitian ini mengkaji peran halal *awareness* dalam hubungan antara harga dan kualitas produk terhadap *impulsif buying* pada konsumen Generasi Z Muslim pengguna Shopee di Kabupaten Tulungagung.

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap *impulsif buying*, pengaruh harga dan kualitas produk terhadap halal *awareness*, pengaruh halal *awareness* terhadap *impulsif buying*, serta menguji peran halal *awareness* sebagai variabel intervening dalam pengaruh harga dan kualitas produk terhadap *impulsif buying* pada konsumen Generasi Z Muslim pengguna Shopee di Kabupaten Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sampel penelitian terdiri dari 100 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh signifikan terhadap *impulsif buying* pada konsumen Generasi Z Muslim pengguna Shopee di Kabupaten Tulungagung. (2) Kualitas produk berpengaruh positif dan signifikan terhadap *impulsif buying*. (3) Harga berpengaruh positif dan signifikan terhadap halal *awareness*. (4) Kualitas produk berpengaruh positif dan signifikan terhadap halal *awareness*. (5) Halal *awareness* tidak berpengaruh signifikan terhadap *impulsif buying*. (6) Halal *awareness* tidak mampu memediasi pengaruh harga terhadap *impulsif buying*. (7) Halal *awareness* juga tidak mampu memediasi pengaruh kualitas produk terhadap *impulsif buying* pada konsumen Generasi Z Muslim pengguna Shopee di Kabupaten Tulungagung.

ABSTRACT

This thesis entitled “The Influence of Halal Awareness as an Intervening Variable in the Effect of Price and Product Quality on Impulsif Buying among Muslim Generation Z Consumers in Tulungagung Using Shopee” was written by Camelya Sufyan Ramadhani, Student ID Number 1860402221054, under the supervision of Citra Mulya Sari, S.E., Sy., M.E.

Keywords: Price, Product Quality, Halal Awareness, Impulsif Buying, Muslim Generation Z, Shopee.

The development of technology and e-commerce has transformed consumer behavior, particularly among Generation Z, who are highly familiar with digital technology. Shopee, as one of the largest marketplaces in Indonesia, offers various promotional features that may encourage impulsif buying behavior. On the other hand, Muslim consumers consider not only price and product quality but also the halal aspect of products through halal awareness. Therefore, this study examines the role of halal awareness in the relationship between price and product quality and impulsif buying among Muslim Generation Z consumers who use Shopee in Tulungagung Regency.

This study aims to analyze the effect of price and product quality on impulsif buying, the effect of price and product quality on halal awareness, the effect of halal awareness on impulsif buying, and the role of halal awareness as an intervening variable in the relationship between price and product quality and impulsif buying among Muslim Generation Z consumers using Shopee in Tulungagung Regency.

This study employed a quantitative approach with an associative research design. The sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4.0 software.

The results of the study indicate that: (1) price has no significant effect on impulsif buying among Muslim Generation Z consumers using Shopee in Tulungagung Regency; (2) product quality has a positive and significant effect on impulsif buying; (3) price has a positive and significant effect on halal awareness; (4) product quality has a positive and significant effect on halal awareness; (5) halal awareness has no significant effect on impulsif buying; (6) halal awareness is unable to mediate the effect of price on impulsif buying; and (7) halal awareness is also unable to mediate the effect of product quality on impulsif buying among Muslim Generation Z consumers using Shopee in Tulungagung Regency.