

## **ABSTRAK**

Tesis dengan judul “Pengaruh Persepsi, Sikap, dan Tingkat Religiusitas terhadap Keputusan Menjadi Pebisnis Multi Level Marketing Berbasis Syariah di Indonesia” ini ditulis oleh Lailatus Sembadra Prihasta dengan dibimbing oleh Dr. Agus Eko Sujianto, SE, MM dan Dr. Hj. Nur Aini Latifah, SE, MM

Kata kunci: Persepsi, Sikap, Tingkat Religiusitas, Keputusan

Penelitian dalam tesis ini dilatarbelakangi oleh sebuah fenomena dimana semakin pesatnya perkembangan teknologi, sehingga munculah teknologi bernama Paytren. Diamana system pemasarannya dikembangkan melalui kerjasama kemitraan atau mitra usaha (*Direct Selling* atau penjualan langsung) dengan konsep Jejaring (*networking*).

Rumusan masalah dalam penelitian tesis ini adalah: (1) Bagaimana pengaruh persepsi terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia? (2) Bagaimana pengaruh sikap terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia? (3) Bagaimana pengaruh tingkat religiusitas terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia? (4) Apakah persepsi, sikap, dan tingkat religiusitas secara simultan mempengaruhi keputusan untuk menjadi pebisnis Multi Level marketing (MLM) berbasis syariah di Indonesia?

Adapun yang menjadi tujuan penelitian ini adalah (1) Untuk menguji pengaruh persepsi terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia. (2) Untuk menguji pengaruh sikap terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia. (3) Untuk menguji pengaruh tingkat religiusitas terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia. (4) Untuk menguji apakah persepsi, sikap, dan tingkat religiusitas secara simultan berpengaruh terhadap keputusan menjadi pebisnis Multi Level Marketing (MLM) berbasis syariah di Indonesia.

Tesis ini bermanfaat bagi Bagi Lembaga Bisnis MLM Berbasis Syariah di Indonesia sebagai sumber informasi untuk menetapkan dan mengambil kebijakan di seputar bisnis MLM berbasis syariah di Indonesia, dan sebagai bahan rujukan bagi peneliti selanjutnya.

Di dalam penelitian ini digunakan metode angket. Angket digunakan untuk memperoleh data mengenai persepsi, sikap, dan tingkat religiusitas.

Dari hasil penelitian ini, penulis menyimpulkan bahwa: (1) Persepsi berpengaruh signifikan terhadap keputusan menjadi pebisnis MLM berbasis syariah di Indonesia, (2) Sikap berpengaruh signifikan terhadap keputusan menjadi pebisnis MLM berbasis syariah di Indonesia, (3) Tingkat Religiusitas berpengaruh signifikan terhadap keputusan menjadi pebisnis MLM berbasis syariah di Indonesia, (4) Persepsi, Sikap, Tingkat Religiusitas secara bersama-sama berpengaruh signifikan terhadap keputusan menjadi pebisnis MLM berbasis syariah di Indonesia.

## ABSTRACT

This thesis with title “The Influence of Perceptions, Attitudes, and Levels of Religious towards Decisions to Become Syariah Based Multi-Level Marketing Businessmen in Indonesia”. Is written by Lailatus Sembadra Prihasta who has been guided by Dr. Agus Eko Sujianto, SE, MM and Dr. Hj. Nur Aini Latifah, SE, MM

Key words: Perceptions, Attitudes, Levels of Religious, Decisions

The research in this thesis has been done with a background of a phenomenon in which the more rapid development of technology, then emerging a technology called **Paytren** in which the system of its marketing developed through cooperation partnership or business partner (*Direct Selling*) with *networking* concepts.

Formulation of problems in the research of this thesis is the following: (1) How is the influence of perceptions towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia? (2) How is the influence of attitudes towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia? (3) how is the influence of religious levels towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia? (4) Are perceptions, attitudes, and religious levels simultaneously influence decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia?

While the purposes of the research in this thesis are: (1) To test the influence of perceptions towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia. (2) To test the influence of attitudes towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia. (3) To test the influence of religious levels towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia. (4) To test whether perceptions, attitudes, and religious levels simultaneously influence towards decisions to become Syariah Based Multi-Level Marketing Businessmen in Indonesia.

This thesis is useful for Multi-Level Marketing based syariah business institutes in Indonesia as an information source to stipulate and to make decisions around syariah based Multi-Level Marketing business in Indonesia and as material of references for the next researchers.

In this research uses questionnaire method. The questionnaire is used to get data about perceptions, attitudes, and religious levels.

Of the result of this research, the writer concludes that: (1) Perceptions significantly influential towards decisions to become syariah based Multi-Level Marketing businessmen in Indonesia., (2) Attitudes significantly influential towards decisions to become syariah based Multi-Level Marketing businessmen in Indonesia, (3) Religious levels significantly influential towards decision to become syariah based Multi-Level Marketing businessmen in Indonesia, (4) Perceptions, attitudes, religious levels are simultaneously influential significantly towards decisions to become syariah based Multi-Level Marketing businessmen in Indonesia.