

ABSTRAK

Skripsi dengan judul “Pengaruh Promosi dan Kualitas Produk Terhadap Minat Beli Secara *Online* Mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri (IAIN) Tulungagung” ini ditulis oleh Lulus Savina Sari dengan nomor induk mahasiswa (NIM) 1742143151 jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI) IAIN Tulungagung, dengan pembimbing oleh Rokhmat Subagyo, M.EI.

Penelitian ini dilatar belakangi oleh perkembangan mu'amalah dalam bidang ekonomi yaitu transaksi jual beli yang memanfaatkan internet berupa media sosial. Aktivitas perdagangan atau jual beli melalui media internet dalam masyarakat umum populer dengan istilah *electronic commerce* atau *e-commerce*. Dalam hal ini kegiatan promosi dan kualitas dari suatu produk digunakan sebagai variabel penelitian yang akan berpengaruh terhadap minat beli secara *online* dari konsumen.

Rumusan masalah dari penelitian ini adalah : (1) Apakah promosi berpengaruh signifikan terhadap minat beli secara *online* mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung. (2) Apakah kualitas produk berpengaruh signifikan terhadap minat beli secara *online* pada mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung. (3) Apakah promosi dan kualitas produk berpengaruh secara simultan terhadap minat beli secara *online* mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan data menggunakan angket atau kuesioner secara langsung dan melalui media *online* menggunakan google form. Teknik pengambilan sampel menggunakan *simple random sampling*, jumlah sampel yang digunakan dalam penelitian ini sebanyak 400 responden yang merupakan mahasiswa Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung. Skala pengukuran yang digunakan yaitu skala likert. Analisis data yang digunakan meliputi : uji kualitas data yaitu uji validitas dan uji reliabilitas, uji asumsi klasik meliputi uji multikolinieritas dan uji heterokedastisitas, uji normalitas, uji regresi linier berganda, koefisien determinasi, dan uji hipotesis yaitu uji t dan uji F.

Hasil penelitian ini menunjukan bahwa (1) Terdapat pengaruh yang signifikan antara promosi terhadap minat beli beli secara *online* mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung. (2) Terdapat pengaruh yang signifikan antara kualitas produk terhadap minat beli beli secara *online* mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung. (3) Terdapat pengaruh secara simultan antara promosi dan kualitas produk terhadap minat beli beli secara *online* mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung.

Kata kunci : *Promosi, Kualitas Produk dan Minat Beli*

ABSTRACT

Thesis entitled "The Effect of Promotion and Quality Product in Affecting the Interest of Buying Online at the Students Faculty of Economics and Islamic Business State Islamic Institute of Tulungagung" was written by Lulus Savina Sari with Student Registered Number (NIM) 1742143151 Sharia Economics Department, Faculty of Economics and Islamic Business (FEBI) of IAIN Tulungagung, advisor by Rokhmat Subagyo, M.EI.

This research based on the development of mu'amalah in the economy field it is buying and selling transactions that utilize the internet in the form of social media. Trading activities or buying and selling by the internet in the common society called as *electronic commerce* or *e-commerce*. In this case, the promotion activities and the quality of a product are used as variables of research that will be a role to influence the interest of buying *online* from consumers.

The formulation of the problem in this research are: (1) Is the promotion plays a significant role in the interest of buying *online* at the students Faculty of the Economics and Islamic Business State Islamic Institute of Tulungagung. (2) Is the product quality plays a significant role in the interest of buying *online* at the students Faculty of the Economics and Islamic Business State Islamic Institute of Tulungagung. (3) Are the promotion and product quality plays a simultaneously role in the interest of buying online at the students Faculty of Economics and Islamic Business State Islamic Institute of Tulungagung.

This study uses a quantitative approach. Techniques of data collection are using questionnaires or questionnaires directly and through online media using google form. Sampling technique using simple random sampling, the number of samples used in this study as many as 400 respondents. They are students of Islamic economics and business faculty of IAIN Tulungagung. Measurement scale used is likert scale. Data analysis used include: data quality test that is validity test and reliability test, classical assumption test include multicolinearity test and heteroskedasticity test, normality test, multiple linear regression test, coefficient of determination, and hypothesis test that is t test and F test.

The results of this study indicate that (1) There is a significant role between the promotion in the interest of buying online at the students Faculty of Economics and Islamic Business State Islamic Institute of Tulungagung. (2) There is a significant role between the quality of the products in the interest of buying online at the students Faculty of Economics and Islamic Business State Islamic Institute of Tulungagung. (3) There is a simultaneous role between the promotion and the quality of the products in the interest of buying online at the students Faculty of Economics and Islamic Business State Islamic Institute of Tulungagung.

Key words: *Promotion, Product Quality and Buying Interest*