

ABSTRAK

Skripsi dengan judul “Pengaruh Merek, Kualitas Produk, Dan Halal *Lifestyle* Terhadap Keputusan Pembelian Produk *Fashion* Melalui *Marketplace* Shopee Pada Mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021” ini ditulis oleh Andini Asri Putri Kharomatun Nikmah, NIM. 126405211005, Pembimbing: Prof. Dr. Agus Eko Sujianto, S.E., M.M.

Kata kunci: Merek, Kualitas Produk, Halal *Lifestyle* dan Keputusan Pembelian

Perkembangan teknologi informasi yang sangat pesat membawa dampak yang cukup besar bagi aspek kehidupan. Seiring banyaknya pengguna internet memiliki pengaruh besar terhadap keputusan pembelian. Faktor-faktor yang dapat mempengaruhi keputusan pembelian dipengaruhi oleh berbagai faktor yang kompleks. Merek yang kuat, kualitas produk yang terus ditingkatkan, dan gaya hidup halal yang semakin diperhatikan konsumen memberikan gambaran tentang bagaimana konsumen memilih produk berdasarkan nilai-nilai yang mereka pegang. Mahasiswa merupakan gen z yang terintegrasi dengan teknologi digital, dimana dalam pengambilan keputusan pembelian mahasiswa sering kali dipengaruhi oleh faktor internal dan eksternal yang berhubungan dengan belanja *online*. Alasan peneliti memilih studi kasus mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung karena ingin mengetahui perilaku belanja online di shopee pada kalangan anak muda khususnya mahasiswa program studi manajemen bisnis syariah angkatan 2021

Rumusan masalah dalam penulisan skripsi ini yaitu: (1) Bagaimana merek berpengaruh terhadap keputusan pembelian produk *fashion* melalui *marketplace* shopee pada mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021?, (2) Bagaimana kualitas produk berpengaruh terhadap keputusan pembelian produk *fashion* melalui *marketplace* shopee pada mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021?, (3) Bagaimana halal *life style* berpengaruh terhadap keputusan pembelian produk *fashion* melalui *marketplace* shopee pada mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021? (4) Bagaimana merek, kualitas produk dan halal *life style* berpengaruh secara simultan terhadap keputusan pembelian produk *fashion* melalui *marketplace* shopee pada mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021?

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sumber data yang diperoleh adalah data primer dan sekunder. populasi yang diambil adalah mahasiswa manajemen bisnis syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021 adalah sebanyak 253. Sampel penelitian diperoleh melalui perhitungan rumus slovin yang diperoleh sebanyak 111 responden. Teknik pengumpulan data dengan observasi, angket/kuesioner, dan dokumentasi.

Hasil penelitian menunjukkan bahwa: 1) Merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion*, 2) Kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion* 3) Halal *lifestyle* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion* 4) variabel Merek, Kualitas Produk, dan Halal *lifestyle* secara simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion*.

ABSTRACT

Thesis entitled "The Influence of Brand, Product Quality, and Halal Lifestyle on Fashion Product Purchase Decisions Through the Shopee Marketplace for Sharia Business Management Students of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021" was written by Andini Asri Putri Kharomatun Nikmah, NIM. 126405211005, Supervisor: Prof. Dr. Agus Eko Sujianto, S.E., M.M.

Keywords: Brand, Product Quality, Halal Lifestyle and Purchase Decisions

The rapid development of information technology has had a significant impact on aspects of life. As the number of internet users has a major influence on purchasing decisions. Factors that can influence purchasing decisions are influenced by various complex factors. Strong brands, continuously improving product quality, and a halal lifestyle that is increasingly being considered by consumers provide an overview of how consumers choose products based on the values they hold. Students are gen z who are integrated with digital technology, where in making purchasing decisions, students are often influenced by internal and external factors related to online shopping.

The reason the researcher chose a case study of students at UIN Sayyid Ali Rahmatullah Tulungagung was because he wanted to know the online shopping behavior through Shopee among young people, especially students of the 2021 batch of Islamic business management study program. The formulation of the problem in writing this thesis is: (1) How the brand influence the decision to purchase fashion products through the Shopee marketplace for Islamic business management students at UIN Sayyid Ali Rahmatullah Tulungagung batch 2021?, (2) How product quality influence the decision to purchase fashion products through the Shopee marketplace for Islamic business management students at UIN Sayyid Ali Rahmatullah Tulungagung batch 2021?, (3) How halal lifestyle influence the decision to purchase fashion products through the Shopee marketplace for Islamic business management students at UIN Sayyid Ali Rahmatullah Tulungagung batch 2021? (4) How do brands, product quality and halal lifestyle simultaneously influence the decision to purchase fashion products through the Shopee marketplace for students of Islamic business management, UIN Sayyid Ali Rahmatullah Tulungagung, class of 2021?

This study uses a quantitative approach with an associative research type. The data sources obtained are primary and secondary data. The population taken is Islamic business management students, UIN Sayyid Ali Rahmatullah Tulungagung, class of 2021, totaling 253. The research sample was obtained through the calculation of the Slovin formula which obtained 111 respondents. Data collection techniques using observation, questionnaires, and documentation.

The results of the study show that: 1) Brands have a positive and significant influence on decisions to purchase fashion products, 2) Product quality has a positive and significant influence on decisions to purchase fashion products 3) Halal lifestyle has a positive and significant influence on decisions to purchase fashion products 4) Brand, Product Quality, and Halal lifestyle variables simultaneously have a positive and significant influence on decisions to purchase fashion product