

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2022

Feilisya Cahyadi

120.2018.126

PENGARUH *PERCEIVED EASE OF USE*, HARGA TERHADAP KEPUTUSAN PEMBELIAN MELALUI KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI SERTA TINJAUANNYA DARI SUDUT PANDANG ISLAM.

(Studi Pada Pengguna Shopee Wilayah Jabodetabek)

133 halaman + xiii halaman + 18 tabel + 4 gambar + 8 lampiran

Uraian Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *perceived ease of use* dan harga terhadap keputusan pembelian dengan kepuasan konsumen sebagai variabel mediasi pada pengguna Shopee di Wilayah Jabodetabek dan tinjauannya dari sudut pandang Islam. Jumlah responden dalam penelitian ini sebanyak 119 responden. Teknik pengumpulan data yang digunakan adalah teknik *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan adalah *Partial Least Square Structural Equation Modeling* (PLS-SEM).

Hasil uji penelitian menunjukkan bahwa *perceived ease of use* dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. *Perceived ease of use* dan harga berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kepuasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian. Kepuasan konsumen tidak memediasi pengaruh *perceived ease of use* terhadap keputusan pembelian. Kepuasan konsumen memediasi pengaruh harga terhadap keputusan pembelian.

Menurut sudut pandang Islam, Shopee telah menerapkan prinsip syariat Islam yaitu kemudahan penggunaan aplikasi memberikan manfaat, harga yang dijual menetapkan harga wajar sehingga konsumen merasa puas dan konsumen tertarik untuk melakukan pembelian.

Kata Kunci : *Perceived Ease Of Use*, Harga, Kepuasan Konsumen, Keputusan Pembelian

ABSTRACT

*Faculty Of Economy and Business
Study Program S-1 Management
2022*

Feilisya Cahyadi

120.2018.126

THE INFLUENCE OF PERCEIVED EASE OF USE, PRICE ON PURCHASE DECISIONS THROUGH CONSUMER SATISFACTION AS A MEDIATION VARIABLE AND ITS REVIEW FROM ISLAMIC VIEW.

(Study on Shopee Users in Jabodetabek Area)

133 pages + xiii pages + 18 tables + 4 pictures + 8 attachments

Abstract Description

The purpose of this study was to determine the effect of perceived ease of use and price on purchasing decisions with consumer satisfaction as a mediating variable for Shopee users in the Jabodetabek area and the review from an Islamic point of view. The number of respondents in this study were 119 respondents. The data collection technique used is purposive sampling technique. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM).

The results of the research test show that perceived ease of use and price have a positive and significant effect on purchasing decisions. Perceived ease of use and price have a positive and significant effect on consumer satisfaction. Consumer satisfaction has a positive and significant effect on purchasing decisions. Consumer satisfaction does not mediate the effect of perceived ease of use on purchasing decisions. Consumer satisfaction mediates the effect of price on purchasing decisions.

According to an Islamic point of view, Shopee has applied the principles of Islamic law, namely ease of use in providing benefits, prices are set at fair prices so that consumers feel satisfied and consumers are interested in making transactions.

Keywords: Perceived Ease Of Use, Price, Consumer Satisfaction, Purchase Decision