

ABSTRAK

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Pengaruh Persepsi Harga, Promosi, Kepercayaan, dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Secara Online Pada Aplikasi JD.ID Di DKI Jakarta Serta Tinjauannya Dari Sudut Pandang Islam.

135 halaman + xviii halaman + 24 tabel + 3 gambar + 14 lampiran

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh persepsi harga, promosi, kepercayaan, dan kualitas produk terhadap keputusan pembelian konsumen secara online pada aplikasi JD.ID di DKI Jakarta secara parsial dan simultan. Populasi dalam penelitian adalah konsumen yang pernah melakukan pembelian pada aplikasi JD.ID di DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling* yang terdapat di *non-probability sampling*. Jumlah responden dalam penelitian ini sebanyak 115 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) persepsi harga secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) promosi secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) kepercayaan secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) kualitas produk secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (5) persepsi harga, promosi, kepercayaan, dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Menurut sudut pandang Islam, bahwa persepsi harga, promosi, kepercayaan, kualitas produk, dan keputusan pembelian sudah sesuai dalam ajaran Islam karena telah memberikan perhatian besar terhadap kesempurnaan mekanisme pasar yang telah berlaku adil, tidak bertentangan dengan ketentuan prinsip syariah Islam.

Kata Kunci: Persepsi Harga, Promosi, Kepercayaan, Kualitas Produk, dan Keputusan Pembelian

ABSTRACT

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The Influence of Price Perception, Promotion, Trust, and Product Quality on Online Consumer Purchase Decisions on the JD.ID Application in DKI Jakarta and its review from an Islamic point of view.

135 pages + xviii pages + 24 tables + 3 picture + 14 attachments

Abstract Description

This study was conducted with the aim of knowing the effect of price perception, promotion, trust, and product quality on online consumer purchasing decisions on the JD.ID application in DKI Jakarta partially and simultaneously. The population in this study are consumers who have made purchases on the JD.ID application in DKI Jakarta. The sampling technique used is purposive sampling technique contained in non-probability sampling. The number of respondents in this study were 115 respondents. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous). The results showed that: (1) price perception partially positive and significant effect on purchasing decisions. (2) promotion partially has a positive and significant effect on purchasing decisions. (3) trust partially has a positive and significant effect on purchasing decisions. (4) product quality partially has a positive and significant effect on purchasing decisions. (5) the perception of price, promotion, trust, and product quality simultaneously have a positive and significant effect on purchasing decisions. According to the Islamic point of view, the perception of price, promotion, trust, product quality, and purchase decisions are in accordance with Islamic teachings because they have given great attention to the perfection of market mechanisms that have been fair and do not conflict with the provisions of Islamic sharia principles.

Keywords: *Price Perception, Promotion, Trust, Product Quality, and Purchase Decision*