

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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Pengaruh *Viral Marketing*, Foto Produk, Dan Rating Terhadap Keputusan Pembelian Produk Dengan Minat Beli Sebagai Faktor Mediasi Dalam *Marketplace* Shopee Serta Tinjauan Dari Sudut Pandang Islam (Studi Empiris Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Yarsi).

108 halaman + xvii halaman + 17 tabel + 5 gambar + 3 lampiran

Uraian Abstrak

Penelitian dilakukan untuk mengetahui pengaruh *Viral Marketing*, Foto Produk dan Rating Terhadap Keputusan Pembelian pada Mahasiswa dengan Minat Beli Pelanggan Sebagai Mediator serta Tinjauannya dari Sudut Pandang Islam. Populasi dalam penelitian ini adalah Mahasiswa/i Fakultas Ekonomi dan Bisnis 2019 Universitas Yarsi. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah responden yang digunakan dalam penelitian ini berjumlah 75 orang mahasiswa/i. Data dikumpulkan dengan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Equation Modelling*.

Hasil Penelitian menunjukkan bahwa: (1) *Viral Marketing* berpengaruh negatif dan signifikan terhadap Keputusan Pembelian (2) Foto Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian (3) Rating berpengaruh positif dan signifikan terhadap Keputusan Pembelian (4) *Viral Marketing* berpengaruh positif dan signifikan terhadap Minat Beli Pelanggan (5) Foto Produk berpengaruh positif dan tidak signifikan terhadap Minat Beli Pelanggan (7) Minat Beli Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian (8) Minat Beli Pelanggan dapat memediasi Pengaruh *Viral Marketing* terhadap Keputusan Pembelian (9) Minat Beli Pelanggan dapat memediasi Pengaruh Foto Produk terhadap Keputusan Pembelian (10) Minat Beli Pelanggan dapat memediasi Pengaruh Rating terhadap Keputusan Pembelian. Nilai R^2 (*Viral Marketing*, Foto Produk, dan Rating terhadap Minat Beli Pelanggan) sebesar 0,541 yang berarti *Viral Marketing*, Foto Produk, dan Rating berpengaruh terhadap Minat Beli Pelanggan, dan R^2 (*Viral Marketing*, Foto Produk, dan Rating terhadap Keputusan Pembelian) sebesar 0,763 yang berarti *Viral Marketing*, Foto Produk, dan Rating berpengaruh terhadap Keputusan Pembelian.

Dalam tinjauan islam menjelaskan bahwa *Viral Marketing*, Foto Produk, dan Rating perlu dipraktikan sesuai dengan nilai-nilai yang ada di dalam Al-Qur'an dan Hadits dalam menghadapi suatu masalah. Maka semua hal tersebut dapat mendorong niatan calon pembeli untuk membeli produk yang akan dijual.

Kata Kunci : *Viral Marketing*, Foto Produk, Rating, Keputusan Pembelian, dan Minat Beli Pelanggan

ABSTRACT

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The Influence of Viral Marketing, Product Photos, and Ratings on Product Purchase Decisions with Purchase Intention as a Mediation Factor in the Shopee Marketplace and Review from an Islamic Perspective (Empirical Study on Students of the Faculty of Economics and Business, Yarsi University).

108 pages + xvii pages + 17 tables + 5 picture + 3 attachments

Abstract Description

The study was conducted to determine the effect of Viral Marketing, Product Photos and Ratings on Purchase Decisions for Students with Buying Interests as a Mediator and their review from an Islamic point of view. The population in this study were students of the 2019 Yarsi University Faculty of Economics and Business. The sampling technique used was purposive sampling. The number of respondents used in this study amounted to 75 students. Data were collected by survey method with questionnaire instrument. The data analysis method used is Partial Least Square Equation Modeling analysis.

The results showed that: (1) Viral Marketing had a negative and significant effect on Purchase Decisions (2) Product Photos had a positive and significant effect on Purchase Decisions (3) Rating had a positive and significant effect on Purchase Decisions (4) Viral Marketing had a positive and significant effect on Buying Interest of Customers (5) Product Photo has a positive and insignificant effect on Buying Interest of Customers (7) Buying Interest of Customers has a positive and significant effect on Purchase Decisions (8) Buying Interest of Customers can mediate the Effect of Viral Marketing on Purchase Decisions (9) Buying Interest of Customers can mediate the Effect of Product Photos on Purchase Decisions (10) Customer's Purchase Interest can mediate the Effect of Rating on Purchase Decisions. The value of R2 (Viral Marketing, Product Photos, and Rating on Customer Buying Interest) is 0.541 which means

that Viral Marketing, Product Photos, and Ratings have an effect on Customer Buying Interest, and R² (Viral Marketing, Product Photos, and Ratings on Purchase Decisions) of 0.763 which means that Viral Marketing, Product Photos, and Ratings have an effect on Purchase Decisions.

The Islamic review explains that Viral Marketing, Product Photos, and Ratings need to be practiced in accordance with the values contained in the Qur'an and Hadith in dealing with a problem. So all of these things can encourage the intention of potential buyers to buy the product to be sold.

Keywords: Viral Marketing, Product Photos, Ratings, Purchase Decisions, and Customer Buying Interest