

ABSTRAK

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Program Studi S-1 Manajemen

2021

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Pengaruh *Personality, Lifestyle*, dan Kepercayaan Terhadap Keputusan Pembelian Produk *Fashion* Online di *E-Commerce* Shopee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Prodi Manajemen Universitas Yarsi Angkatan 2017)

114 halaman + xv halaman + 14 tabel + 4 gambar dan 5 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Personality, Lifestyle*, kepercayaan terhadap keputusan pembelian produk *fashion* online di *e-commerce* shopee dan Tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian adalah 170 Mahasiswa/I fakultas ekonomi dan bisnis prodi manajemen universitas YARSI angkatan 2017 yang pernah melakukan pembelian produk *fashion* di *e-commerce* shopee. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation modeling*.

Hasil penelitian menunjukkan bahwa (1) *Personality* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian (p-value 0,0888), (2) *Lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value 0,468) (3) Kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value 0,274) (4) *personality, lifestyle*, dan kepercayaan dapat dijadikan model yang memiliki kesesuaian (fit) yang besar (GoF 0,582) untuk dijadikan model yang dapat memprediksi (Q2 0,512) pengaruhnya terhadap keputusan pembelian.

Dalam pandangan islam *personality, lifestyle*, dan kepercayaan tentunya telah melekat dalam setiap perilaku manusia untuk itu diperlukan sikap hati-hati (*tabbayun*) dalam mengambil sebuah keputusan pembelian.

Kata Kunci: *Personality, Lifestyle*, Kepercayaan, Keputusan Pembelian, Islam

ABSTRACT

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Study Program S-1 Management

2021

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The Influence of Personality, Lifestyle, and Trust on Online Fashion Product Purchase Decisions at Shopee E-Commerce and its Review from an Islamic Perspective (Case Study on Students of the Economics and Business Faculty of Management Study Program, Yarsi University Class of 2017)

114 page + xv page + 14 table + 4 pictures and 5 addition

Abstract

This study aims to determine the effect of Personality, Lifestyle, trust on purchasing decisions of online fashion products in e-commerce shopee and its review from an Islamic point of view. The sample in the study was 170 students of economics and business management study program at YARSI university class of 2017 who had purchased fashion products at e-commerce shopee. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is the modeling analysis of the Partial Least Square Structural Equation.

The results showed that (1) Personality had a positive and insignificant effect on purchasing decisions (p-value 0,0888) (2) Lifestyle had a positive and significant effect on purchasing decisions (p-value 0.468) (3) Trust had a positive and significant effect on purchasing decisions (p-value 0.274) (4) personality, lifestyle, and beliefs can be used as models that have a large fit (GoF 0.582) to be used as models that can predict (Q2 0.512) their effect on purchasing decisions.

In the view of Islam, personality, lifestyle, and belief have certainly been inherent in every human behavior, so caution is needed (tabbayun) in making a purchase decision.

Keywords: Personality, Lifestyle, Trust, Purchase Decision, Islam