

## **ABSTRAK**

**Fakultas Ekonomi  
Program Studi S-1 Manajemen  
2018**

**Dewanti Wigati**

**120.2014.045**

**Pengaruh Harga Dan Promosi Terhadap Minat Beli Dan Dampaknya Terhadap Keputusan Pembelian Secara Online Pada Situs Zalora Dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Mahasiswa Fakultas Ekonomi Universitas Yarsi)**

Xv+113halaman + 30 tabel + 12 gambar, dan 8 lampiran

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh harga secara langsung dan tidak langsung terhadap keputusan pembelian pada situs zalora dan ada tidaknya pengaruh promosi secara langsung dan tidak langsung terhadap keputusan pembelian pada situs zalora serta tinjauannya dari sudut pandang islam. Populasi dalam penelitian ini ialah mahasiswa fakultas ekonomi universitas yarsi yang berjumlah 75 responden. Teknik pengambilan sampel menggunakan *metode non probability sampling*, dengan teknik purposive sampling melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian instrument penelitian (uji validitas dan reliabilitas), analisis deskriptif ,uji asumsi klasik, analisis jalur, dan uji sobel. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) harga berpengaruh positif dan signifikan terhadap minat beli,(2) promosi berpengaruh positif namun tidak signifikan terhadap minat beli, (3) harga berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, (4) promosi berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, (5) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, (6) minat beli memediasi pengaruh antara harga dan keputusan pembelian, (7) minat beli memediasi pengaruh antara promosi dengan keputusan pembelian. Menurut pandangan Islam, harga, promosi, minat beli, dan keputusan pembelian pada situs zalora sudah dilakukan sesuai dengan prinsip-prinsip Islam

**Kata Kunci:** Keputusan Pembelian, Minat Beli, Harga, dan Promosi

## ***ABSTRACT***

**The Faculty Of Economics  
S-1 study program Management  
2018**

**Dewanti Wigati**

**120.2014.045**

**The Influence Of Price And Promotion Against The Interest In Purchasing And Its Impact On Purchasing Decisions Online On The Site Zalora And Tinjauannya From The Viewpoint Of Islam (Studies In The Faculty Of Economics Students Of Yarsi University)**

**XV + 30 + page 113 table + 12 pictures, and 8 attachments**

### ***Abstract***

This research aims to find out whether there is influence prices directly and indirectly towards purchasing decisions on the site zalora and there not influence promotion directly and indirectly towards purchasing decisions on the site zalora as well as tinjauannya from the Islamic point of view. The population in this research is the student of Faculty of Economics, universitas yarsi totalling 75 respondents. The technique of sampling method using non probability sampling, purposive sampling technique through the dissemination of the questionnaire. Methods of data analysis done with test instrument research (test validity and reliability), a descriptive analysis, test the assumptions of classical, path analysis, and sobel test. Based on the research results obtained conclusions: (1) price is a positive and significant effect against the buying interest, (2) promotion of positive but not significant effect against the interest to buy, (3) the price effect is positive but not significant toward purchase decisions, (4) promotion of positive but not significant effect against the purchasing decision, (5) interest in buying influential positively and significantly to the purchasing decision, (6) interest in buying mediate the influence of price and purchasing decisions (7) interest in buying influence mediated between the promotion with purchase decisions. According to Islamic view, price, promotions, keen interest to buy, and purchase decisions on the website zalora was done in accordance with the principles of Islam

Keyword: purchasing decisions, interest in purchasing, pricing, and promotions