

## ABSTRAK

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2022

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**Pengaruh Harga Dan Online Customer Review Terhadap Keputusan Pembelian di Shopee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Aktif FEB Universitas Yarsi)**

72 halaman + xv halaman + 9 tabel + 2 gambar + dan 3 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Harga dan *Online Customer Review* terhadap Keputusan Pembelian serta Tinjauannya dari Sudut Pandang Islam. Populasi dalam penelitian adalah Mahasiswa/i Fakultas Ekonomi dan Bisnis 2017-2019 Universitas Yarsi. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Jumlah responden pada penelitian ini sebanyak 110 mahasiswa/i. Data dikumpulkan dengan menggunakan metode *survey* dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa: (1) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) *Online Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) Harga dan *Online Customer Review* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Nilai  $R^2$  (Harga dan *Online Customer Review* terhadap Keputusan Pembelian) sebesar 0,616 yang berarti Harga dan *Online Customer Review* berpengaruh terhadap Keputusan Pembelian.

Dalam Islam, *Online customer review* merupakan suatu bentuk komunikasi antara pembeli dan penjual, sebagaimana manusia memerlukan komunikasi berupa informasi yang disampaikan secara lisan maupun tulisan agar dapat dimengerti dan dipahami baik manusia dengan manusia itu sendiri dan dengan sang maha pencipta Allah SWT. Keputusan Pembelian yang dirasakan juga sangat baik, dimana dalam hal ini konsumen memutuskan mengkonsumsi barang-barang atau jasa yang sesuai dengan kebutuhan serta yang sesuai dengan manfaatnya.

**Kata Kunci** : Harga, *Online Customer Review*, Keputusan Pembelian.

## ABSTRACT

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*The Effect of Price and Online Customer Review on Purchasing Decision at Shopee and Its Review from an Islamic Perspective (Case Study by The Active Students Economics and Business Yarsi University).*

*72 pages + xv pages + 9 tables + 2 pictures and 3 attachments*

### ***Abstract***

*This study aims to determine the effect of Price and Online Customer Review on Shopee's Purchasing Decision and its Review from an Islamic Perspective. The population in the study were students of the 2017-2019 YARSI University Faculty of Economics and Busines. The sampling technique used purposive sampling. The number of respondents in this study were 110 students. Data were collected using a survey method with a questionnaire instrument. The data analysis method used Partial Least Square Structural Equation Modelling.*

*The results showed that: (1) Price had a positive and significant effect on Purchasing Decision. (2) Online Customer Review had a positive and significant effect on Purchasing Decision (3) Price and Online Customer Review simultaneously have a positive and significant effect on Purchasing Decision. The  $R^2$  (Price and Online Customer Review of Purchasing Decision) is 0.616 which means Price and Online Customer Review has an affect on Purchasing Decision.*

*In Islam, Online customer review is a form of communication between buyers and sellers, as humans require communication in the form of information conveyed orally and in writing in order to be understood and understood both with humans themselves and with the creator of Allah SWT. The purchasing decision is also very good, where in this case the consumer decides to consume goods or services that are in accordance with the needs and in accordance with the benefits.*

***Keywords*** : Price, Online Customer Review, Purchasing Decision.