

ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2022

Rizka Amallia Ranti

1202018076

PENGARUH KUALITAS PELAYANAN ELEKTRONIK, KEPUASAN PELANGGAN, PROMOSI, DAN KEPERCAYAAN PELANGGAN TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE DI JAKARTA 2022 SERTA TINJAUNYA DARI SUDUT PANDANG ISLAM

(xiii + 93 Halaman + Lampiran)

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan, kepuasan pelanggan, promosi dan kepercayaan pelanggan terhadap keputusan pembelian di *e-commerce* Shopee secara parsial dan simultan. Populasi yang digunakan dalam penelitian ini adalah konsumen Shopee yang berlokasi di DKI Jakarta. Teknik yang digunakan adalah *purposive sampling*, dengan jumlah total responden sebanyak 100 responden. Data dikumpulkan dengan metode *survey* dengan instrumen kuesioner. Metode analisis data yang digunakan adalah analisis regresi bergana, uji t (parsial) dan uji F (simultan).

Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh negatif namun tidak signifikan terhadap keputusan pembelian. (2) kepuasan pelanggan berpengaruh positif signifikan terhadap keputusan pembelian. (3) promosi berpengaruh positif namun tidak signifikan terhadap keputusan pembelian. (4) kepercayaan pelanggan berpengaruh positif signifikan terhadap keputusan pembelian. (5) secara simultan, seluruh *variable independent* berpengaruh signifikan terhadap *dependent*.

E-commerce Shopee dalam hal tersebut telah menerapkan prinsip – prinsip sesuai syariat Islam, Shopee dalam transaksinya menggunakan prinsip *bai'assalam* dengan memperhatikan kejujuran, *amanah*, keterbukaan, produknya berkualitas serta halal dan produknya bermanfaat untuk masyarakat.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Promosi, Kepercayaan Pelanggan, Keputusan Pembelian, Shopee

ABSTRACT

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2022

Rizka Amallia Ranti

1202018076

THE INFLUENCE OF E – SERVICE QUALITY, CUSTOMER SATISFACTION, PROMOTION, AND CUSTOMER TRUST ON PURCHASE DECISIONS ON E-COMMERCE SHOPEE IN JAKARTA 2022 AND THEIR REVIEW FROM ISLAMIC PERSPECTIVE

(xiii + 93 Halaman + Lampiran)

This study aims to determine how much influence service quality, customer satisfaction, promotion and customer trust have on purchasing decisions at Shopee e-commerce partially and simultaneously. The population used in this study are Shopee consumers located in DKI Jakarta. The technique used is purposive sampling, with a total number of respondents as many as 100 respondents. Data was collected by survey method with questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous).

The results showed that: (1) service quality had a negative but not significant effect on purchasing decisions. (2) customer satisfaction has a significant positive effect on purchasing decisions. (3) promotion has a positive but not significant effect on purchasing decisions. (4) customer trust has a significant positive effect on purchasing decisions. (5) simultaneously, all independent variables have a significant effect on the dependent.

Shopee e-commerce in this case has applied the principles according to Islamic law, Shopee in its transactions uses the bai'assalam principle by paying attention to honesty, trustworthiness, openness, quality and halal products and the products are beneficial to the community.

Keywords: Service Quality, Customer Satisfaction, Promotion, Customer Trust, Purchase Decision, Shopee