

ABSTRAK

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Penciptaan Minat Pembelian Ulang yang Di Bentuk oleh Keamanandan Pengalaman Berbelanja *Online* melalui Kepercayaan Konsumen serta Tinjauannya dari Sudut Pandang Islam (Studi Empiris Pengguna *ShopeePay Later*)

95 halaman + xxxvi halaman + 23 tabel + 3 gambar dan 4 lampiran

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh keamanan dan pengalaman berbelanja *online* terhadap minat beli ulang yang dimediasi oleh kepercayaan konsumen. Teknik pengambilan yang digunakan yaitu, teknik *Non-Probability Sampling* dengan cara *Sampling Purposive*. Data dikumpulkan menggunakan metode survei dengan jumlah responden sebanyak 102 orang pengguna *ShopeePay Later*. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa: keamanan dan pengalaman berbelanja *online* berpengaruh positif dan signifikan terhadap kepercayaan konsumen, keamanan dan pengalaman berbelanja *online* serta kepercayaan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, dan kepercayaan konsumen tidak dapat memediasi pengaruh keamanan dan pengalaman berbelanja *online* terhadap minat beli ulang. Dalam perspektif Islam, melakukan pembelian barang secara *online* di aplikasi *shopee* diperbolehkan. Hal ini didukung oleh keamanan atau perlindungan yang diberikan kepada konsumen yang di *qiyaskan* dengan *Bai' As-Salam* dan *Murabahah* serta pengalaman yang dimiliki konsumen terhadap penjual, hingga kepercayaan konsumen terhadap penjual untuk mendapatkan kesepakatan akhir dalam melakukan transaksi sampai didapat minat konsumen untuk melakukan pembelian kembali. Semua hal ini, sesuai dengan syariat dan ketentuan Islam yang telah Allah SWT anjurkan sesuai dengan firmanNya di dalam Al-Qur'an dan diperjelas hadits-hadits atau tindakan Rasulullah SAW di masanya.

Kata Kunci: Minat Beli Ulang, Keamanan, Pengalaman Berbelanja *Online*, Kepercayaan Konsumen, *ShopeePay Later*

ABSTRACT

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Invention of Repurchase Intention Formed by Security and Online Shopping Experience Through Consumer Trust and Its Review in Islamic Perspective (Empirical Study ShopeePay Later User)

95 pages + xxxvi pages + 23 tables + 3 figures dan 4 appendices.

Abstract

This study aims to analyze the effect of security and online shopping experience on repurchase intention mediated by consumer trust. The sampling technique used is the Non-Probability Sampling technique by means of Purposive Sampling. Data was collected using a survey method with a total of 102 ShopeePay Later users as respondents. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results showed that: security and online shopping experience had a positive and significant effect on consumer trust, security and online shopping experience, and consumer trust had a positive and significant effect on buying interest, and could not mediate the effect of security and online shopping experience on buying interest. repeat. In an Islamic perspective, buying goods online on the shopee application is allowed. This is supported by the security or protection provided to consumers who are confirmed with Bai' As-Salam and Murabahah as well as the experience that consumers have with sellers, to consumer confidence in sellers to get a final agreement in conducting transactions until consumer interest is obtained to repurchase. . All of this is in accordance with the Islamic Shari'a and provisions that Allah SWT has recommended in accordance with his word in the Qur'an and clarified the hadiths or actions of the Prophet Muhammad in his time.

Keywords: Repurchase Intention, Security, Online Shopping Experience, Consumer Trust, ShopeePay Later