

## ABSTRAK

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**Pengaruh Persepsi Harga dan *Online Customer Review* Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Mediasi Pada *E-commerce* Tokopedia Serta Tinjauan Dari Sudut Pandang Islam**

106 halaman + xvii halaman + 17 tabel + 9 gambar dan 6 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan *online customer review* terhadap keputusan pembelian dengan minat beli sebagai mediasi pada *e-commerce* Tokopedia serta tinjauan dari sudut pandang islam. Populasi dalam penelitian ini ialah pengguna *e-commerce* tokopedia di wilayah Sunter. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Jumlah responden pada penelitian ini yaitu sebanyak 155 yang menggunakan *e-commerce* Tokopedia. Data dikumpulkan dengan menggunakan metode *survey* dengan menggunakan kuesioner melalui google form. Untuk gambaran responden dan gambar variabel penelitian kuesioner menggunakan bantuan program IBM SPSS (*Statistical Package for The Sosial Sciences*) versi 25 dalam mengelolah data dan untuk metode analisis data yang digunakan yaitu menggunakan analisis metode *Partial Last Square Structural Equation Modeling* (PLSSEM). Hasil penelitian ini menunjukkan bahwa: (1) persepsi harga berpengaruh positif dan signifikan terhadap minat beli, (2) *online customer review* berpengaruh positif dan signifikan terhadap minat beli, (3) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) harga tidak berpengaruh terhadap keputusan pembelian, (5) *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian, (6) minat beli memediasi hubungan antara harga dengan keputusan pembelian, (7) minat beli memediasi hubungan antara *online customer review* dengan keputusan pembelian. Menurut pandangan islam, kegiatan jual beli telah lama menjadi bagian yang tidak terpisahkan dari kehidupan manusia. Harga dikatakan sah apabila pembeli dan penjual sepakat atas harga itu dan *online customer review* harus jujur dan penjual tidak boleh menipu.

**Kata Kunci :** Tokopedia, Persepsi Harga, *Online Customer Review*, Keputusan Pembelian, Minat Beli

## ABSTRACT

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***The Influence of Price Perception and Online Customer Reviews on Purchase Decisions with Purchase Intentions as Mediation on Tokopedia E-commerce and Its Review from an Islamic Perspective***

*106 pages + xvii pages + 17 tabels + 9 pictures and 6 attachments*

### ***Abstract***

*This study aims to determine the effect of price and online customer review on purchasing decisions with buying interest as a mediation in e-commerce Tokopedia and a review from an Islamic point of view. The population in this study are e-commerce Tokopedia users in the Sunter area. The sampling technique used is purposive sampling. The number of respondents in this study were 155 who used Tokopedia e-commerce. Data were collected using a survey method using a questionnaire via google form. for the description of respondents and pictures of the research variables, the questionnaire used the help of the IBM SPSS (Statistical Package for The Social Sciences) version 25 program in managing the data and for the data analysis method used was the Partial Last Square Structural Equation Modeling (PLSSEM) analysis. The results of this study indicate that: (1) price perception has a positive and significant effect on buying intention, (2) online customer review has a positive and significant effect on buying interest, (3 ) buying interest has a positive and significant effect on purchasing decisions, (4) price has no effect on purchasing decisions, (5) online customer reviews have a positive and significant effect on purchasing decisions with, (6) buying interest mediates the relationship between price and purchasing decisions, (7) buying interest mediates the relationship between online customer reviews and purchasing decisions. According to the Islamic view, buying and selling activities have long been an inseparable part of human life. The price is said to be valid if the buyer and seller agree on that price and online customer reviews must be honest and the seller must not cheat.*

**Keywords:** *Tokopedia, Price Perception, Online Customer Review, Purchase Decision, Buying Interest*