

ABSTRAK

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Pengaruh *Online Customer Review* dan *Price Discount* terhadap Keputusan Pembelian dengan *Impulsive Buying* sebagai Mediasi Serta Tinjauannya dari Sudut Pandang Islam (Studi Pada Pengguna *Setting Spray Dazzle Me* pada *Marketplace* Shopee di Wilayah DKI Jakarta)

141 halaman + 21 tabel + 8 gambar dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui *Online customer review* dan *Price discount* terhadap Keputusan Pembelian dengan *Impulsive Buying* sebagai variabel mediasi serta tinjauannya dari sudut pandang Islam. Objek dalam penelitian ini adalah pengguna produk *Setting Spray Dazzle Me* yang berbelanja melalui marketplace Shopee di Wilayah DKI Jakarta. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan *explanatory research*. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner secara daring kepada 140 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan SPSS dan *Partial Least Square – Structural Equation Modelung PLS-SEM*) melalui aplikasi WarpPLS. Hasil penelitian menunjukkan bahwa (1) *Online customer review* berpengaruh positif terhadap keputusan pembelian. (2) *Price Discount* berpengaruh positif terhadap keputusan pembelian. (3) *Online customer review* tidak berpengaruh terhadap *Impulsive Buying*. (4) *Price discount* berpengaruh positif terhadap *Impulsive Buying*. (5) *Impulsive Buying* berpengaruh positif terhadap keputusan pembelian. (6) *Impulsive Buying* tidak memediasi pengaruh *online customer review* terhadap keputusan pembelian. (7) *Impulsive Buying* memediasi *price discount* terhadap keputusan pembelian. Dari sudut pandang Islam, strategi pemasaran yang dilakukan oleh Dazzle Me, khususnya melalui ulasan pelanggan dan pemberian diskon, telah memenuhi prinsip syariah, seperti kejujuran, keterbukaan informasi, serta penggunaan bahan yang halal dan aman digunakan oleh konsumen Muslim.

Kata kunci: *Online customer review, Price discount, Impulsive Buying, Keputusan Pembelian, Perspektif Islam.*

ABSTRACT

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The Influence of Online customer reviews and Price discounts on Purchase Decisions with Impulsive Buying as a Mediating Variable and Its Review from an Islamic Perspective (A Study on Users of Dazzle Me Setting Spray on the Shopee Marketplace in the DKI Jakarta Area)

141 pages + 21 tables + 8 figures and 5 appendices

Abstract Description

This study aims to determine the influence of online customer reviews and price discounts on purchasing decisions with impulsive buying as a mediating variable and its review from an Islamic perspective. The objects in this study are users of the Setting Spray Dazzle Me product who shop through the Shopee marketplace in the DKI Jakarta area. The method used is quantitative research with an explanatory research approach. Data collection techniques were carried out by distributing online questionnaires to 140 respondents selected using purposive sampling techniques. Data analysis was carried out using SPSS and Partial Least Square - Structural Equation Modeling (PLS-SEM) through the WarpPLS application. The results of the study show that (1) Online customer reviews have a positive effect on purchasing decisions. (2) Price Discounts have a positive effect on purchasing decisions. (3) Online customer reviews do not have an effect on impulsive buying. (4) Price discounts have a positive effect on impulsive buying. (5) Impulsive buying has a positive effect on purchasing decisions. (6) Impulsive buying does not mediate the influence of online customer reviews on purchasing decisions. (7) Impulsive Buying mediates price discounts on purchasing decisions. From an Islamic perspective, the marketing strategy implemented by Dazzle Me, particularly through customer reviews and discounts, has fulfilled sharia principles, such as honesty, openness of information, and the use of halal and safe ingredients for Muslim consumers.

Keyword: Online customer review, Price discount, Impulsive Buying, Purchase Decision, Islamic Perspective.