

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
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Puji Tentrem Mahanani

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Pengaruh Kualitas Produk, *Live Streaming*, Persepsi Harga, dan *Online Customer Review* terhadap Keputusan Pembelian serta Tinjauannya dari Sudut Pandang Islam (Studi Pada Konsumen Produk Somethinc di Jakarta Utara)

189 halaman + xiv halaman, 25 tabel, 7 gambar, dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *live streaming*, persepsi harga, dan *online customer review* terhadap keputusan pembelian pada produk kosmetik Somethinc di wilayah Jakarta Utara serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini adalah 140 responden perempuan di wilayah Jakarta Utara yang pernah membeli dan menggunakan produk kosmetik Somethinc. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan Analisis Regresi Linear Berganda menggunakan software SPSS versi 30. Hasil penelitian menunjukkan bahwa: (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) *Live streaming* tidak berpengaruh terhadap keputusan pembelian, (3) Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian, (5) Kualitas produk, *live streaming*, persepsi harga, dan *online customer review* berpengaruh secara simultan terhadap keputusan pembelian. (6) Menurut pandangan Islam, kualitas produk, *live streaming*, persepsi harga, *online customer review*, dan keputusan pembelian pada produk kosmetik Somethinc di wilayah Jakarta Utara sudah sesuai dengan syariat Islam.

Kata Kunci: Kualitas Produk, *Live Streaming*, Persepsi Harga, *Online Customer Review*, Keputusan Pembelian, Islam.

ABSTRACT

**Faculty of Economics and Bussiness
Study Program S-1 Management
2025**

Puji Tentrem Mahanani

120.2021.077

The Effect of Product Quality, Live Streaming, Price Perception, and Online Customer Review on Purchase Decision and Its Review from an Islamic Perspective (Study on Consumers of Somethinc Products in North Jakarta Area)

189 pages + xiv pages, 25 tables, 7 images, and 5 attachments

Abstract Description

This study aims to determine the effect of product quality, live streaming, price perception, and online customer reviews on purchasing decisions for Somethinc cosmetic products in the North Jakarta area and its review from an Islamic perspective. The sample in this study was 140 female respondents in the North Jakarta area who had purchased and used Somethinc cosmetic products. The sampling technique used a non-probability sampling method, with a purposive sampling technique through questionnaire distribution. Data analysis used Multiple Linear Regression Analysis using SPSS software version 30. The results of the study showed that: (1) Product quality has a positive and significant effect on purchasing decisions, (2) Live streaming does not affect purchasing decisions, (3) Price perception has a positive and significant effect on purchasing decisions, (4) Online customer reviews have a positive and significant effect on purchasing decisions, (5) Product quality, live streaming, price perception, and online customer reviews have a simultaneous effect on purchasing decisions. (6) According to the Islamic perspective, product quality, live streaming, price perception, online customer reviews, and purchasing decisions for Somethinc cosmetic products in the North Jakarta area are in accordance with Islamic law.

Keywords: *Product Quality, Live Streaming, Price Perception, Online Customer Review, Purchase Decision, Islam.*