

## ABSTRAK

### **PENGARUH ETIKA BISNIS ISLAM, *ONLINE CUSTOMER REVIEW*, DAN *ONLINE CUSTOMER RATING* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK HALAL MELALUI SHOPEE**

**(Studi pada Mahasiswa Universitas Trunojoyo Madura)**

Transaksi jual beli telah berkembang pesat karena adanya internet. Penggunaan fasilitas internet memungkinkan aktivitas bisnis dilakukan di mana saja dan kapan saja tanpa harus mempertemukan pihak yang bertransaksi secara fisik. Aktivitas bisnis dengan menggunakan internet dinamakan *electronic commerce* (*e-commerce*). Saat ini, di Indonesia tren *online shop* atau *online marketplace* sedang mengalami kenaikan, berdasarkan *Research and Markets* sebuah *platform* riset pasar menyatakan bahwa pasar di Indonesia berpotensi tumbuh 19,0% sepanjang tahun 2022 ini didapat dari hasil *e-commerce survey*. Beberapa *online shop* yang sering dijumpai adalah Shopee, Tokopedia, Lazada, Zalora dan lain sebagainya.

Penelitian ini bertujuan untuk mengetahui pengaruh etika bisnis islam, *online customer review*, dan *online customer rating* terhadap keputusan pembelian produk kosmetik halal melalui shopee pada mahasiswa Universitas Trunojoyo Madura. Metode dalam penelitian ini yaitu kuantitatif dengan teknik analisis regresi linear berganda menggunakan aplikasi SPSS 25. Pengambilan data menggunakan sumber data primer dan data sekunder. Teknik pengumpulan data dengan menyebarkan kuesioner. Populasi dalam penelitian ini yaitu seluruh mahasiswa aktif Universitas Trunojoyo Madura. Jumlah sampel yang digunakan sebanyak 100 responden.

Hasil penelitian ini menunjukkan bahwa; 1) Variabel Etika Bisnis Islam (X1), *Online Customer Review* (X2), dan *Online Customer Rating* (X3) dinyatakan berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk kosmetik halal pada mahasiswa Universitas Trunojoyo Madura, 2) Variabel Etika Bisnis Islam (X1) dinyatakan berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk kosmetik halal pada mahasiswa Universitas Trunojoyo Madura, 3) Variabel *Online Customer Review* (X2) dinyatakan berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk kosmetik halal pada mahasiswa Universitas Trunojoyo Madura, dan 4) Variabel *Online Customer Rating* (X3) dinyatakan berpengaruh negatif dan tidak signifikan terhadap Keputusan Pembelian (Y) produk kosmetik halal pada mahasiswa Universitas Trunojoyo Madura.

**Kata Kunci:** Etika Bisnis Islam, *Online Customer Review*, *Online Customer Rating*, Keputusan Pembelian, dan Kosmetik Halal.

## **ABSTRACT**

*Buying and selling transactions have grown rapidly because of the internet. The use of internet facilities allows business activities to be carried out anywhere and at any time without having to meet the transacting parties physically. Business activities using the internet are called electronic commerce (e-commerce). Currently, in Indonesia the trend of online shops or online marketplaces is increasing, based on Research and Markets, a market research platform, states that the market in Indonesia has the potential to grow 19.0% throughout 2022, obtained from the results of an e-commerce survey. Some of the online shops that are often found are Shopee, Tokopedia, Lazada, Zalora and so on.*

*This study aims to determine the effect of Islamic business ethics, online customer reviews, and online customer ratings on purchasing decisions for halal cosmetic products through shopee among students at Trunojoyo University, Madura. The method in this study is quantitative with multiple linear regression analysis techniques using the SPSS 25 application. Data collection uses primary data sources and secondary data. Data collection techniques by distributing questionnaires. The population in this study were all active students at Trunojoyo University, Madura. The number of samples used was 100 respondents.*

*The results of this study indicate that; 1) Variables of Islamic Business Ethics (X1), Online Customer Review (X2), and Online Customer Rating (X3) are stated to have a positive and significant effect on Purchasing Decisions (Y) of halal cosmetic products for students of Trunojoyo University Madura, 2) Variables of Islamic Business Ethics (X1) are stated to have a positive and significant effect on Purchasing Decisions (Y) of halal cosmetic products for students of Trunojoyo University Madura, 3) Online Customer Review Variable (X2) is stated to have a positive and significant effect on Purchasing Decisions (Y) for halal cosmetic products for Trunojoyo University students yo Madura, and 5) The Online Customer Rating variable (X3) is stated to have a negative and not significant effect on the Purchase Decision (Y) of halal cosmetic products for students at Trunojoyo University, Madura.*

**Keywords:** *Islamic Business Ethics, Online Customer Reviews, Online Customer Ratings, Purchase Decisions and Halal Cosmetics.*