

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apa saja faktor-faktor yang berpengaruh pada keputusan konsumen dalam membeli produk *outfit* Syariah di DNR Store Sumenep. Dalam penelitian ini menggunakan sebanyak 13 variabel faktor yang meliputi: harga, promosi, religiusitas, pelayanan, citra toko, citra merek, produk, lokasi, tren, fasilitas, *word of mouth*, *Islamic branding*, dan testimoni.

Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif, dengan jenis penelitian survey. Teknik pengumpulan data menggunakan kuesioner dengan jumlah responden 135 orang. Teknik pengambilan sampel menggunakan *Non Probability Sampling* dengan cara *Purposive Sampling*. Teknik analisis data menggunakan Uji Validitas, Uji Reabilitas dan Analisis Faktor.

Hasil penelitian menunjukkan bahwa: (1) Nilai Uji KMO (*Kaiser-Meyer-Olkin*) dan *Bartlett's Test of Sphericity* 1443.999 dengan signifikansi 0,000 lebih kecil dari 0,5. Sedangkan uji MSA (*Measure of Sampling Adequacy*) adalah 0,928 lebih besar dari 0,5. Ini mengandung makna adanya korelasi antar variabel, sehingga dapat diambil kesimpulan bahwa indikator cukup valid; (2) setelah dilakukan analisis lebih lanjut menggunakan analisis faktor dari ke 13 variabel faktor awal. Maka membentuk 2 faktor baru (berdasarkan nilai *eigenvalue* >1) yaitu faktor 1 adalah faktor Marketing Syariah dan faktor 2 adalah faktor Promosi. Sehingga dapat disimpulkan bahwa ke 2 faktor tersebut dapat mempengaruhi keputusan konsumen dalam membeli produk *outfit* Syariah di DNR Store Sumenep.

Kata kunci: Analisis Faktor, faktor yang mempengaruhi masyarakat muslim, *outfit* Syariah

ABSTRACT

This study aims to find out what are the factors that influence consumer decisions in buying Sharia outfit products at the Sumenep DNR Store. This study used as many as 13 variable factors which include: price, promotion, religiosity, service, store image, brand image, product, location, trend, facilities, word of mouth, Islamic branding, and testimonials.

The method used in this research is a quantitative approach, to this type of survey research. The data collection technique used a questionnaire with 135 respondents. The sampling technique uses Non-Probability Sampling by Purposive Sampling. Data analysis techniques using Validity Test, Reliability Test, and Factor Analysis.

The results of the study show that: (1) The value of the KMO Test (Kaiser-Meyer-Olkin) and Bartlett's Test of Sphericity is 1443.999 with a significance of 0.000 which is less than 0.5. Meanwhile, the MSA (Measure of Sampling Adequacy) test is 0.928, greater than 0.5. This implies that there is a correlation between variables so that it can be concluded that the indicators are quite valid; (2) after further analysis using factor analysis of the 13 initial factor variables. Then forming 2 new factors (based on eigenvalue > 1), namely factor 1 is the Islamic Marketing factor and factor 2 is the Promotion factor. So it can be concluded that these two factors can influence consumer decisions in buying Sharia outfit products at the Sumenep DNR Store.

Keywords: Factor Analysis, factors that influence Muslim society, Sharia outfit

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