

ABSTRAK

PENGARUH MINAT MAHASISWA TERHADAP ONLINE SHOPDALAMPERKEMBANGAN PRODUKHALAL

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Penelitian ini dilatar belakangi oleh asumsi bahwa minat mahasiswa akan sangat berpengaruh terhadap suatu usaha atau *online shop* ketika suatu usaha atau *onlineshop* yang mereka gunakan memberikan pelayanan yang baik dan memberikan kepuasan terhadap konsumen dengan memberikan keterangan akan produk itu halal. Namun kenyataannya masih saja banyak *online shop* yang tidak memberikan pelayanan yang baik terhadap konsumen, dari yang memberikan produk rusak hingga penipuan. Penelitian ini dilakukan di jurusan ekonomi syariah fakultas Agama Islam Universitas Islam Sumatera Utara. Populasi sebanyak 100 orang, pengambilan sampel dilakukan dengan *accidental sampling* yaitu teknik penentuan sampel berdasarkan kebetulan bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data, berjumlah 30 mahasiswa. Teknik pengumpulan data melalui observasi, wawancara, angket, dan dokumentasi. Peneliti menganalisa data dengan menggunakan metode deskriptif kuantitatif yaitu melakukan uji statistik. Untuk menganalisa data, peneliti menggunakan uji instrument penelitian, uji asumsi klasik dan uji hipotesis. Dari hasil penelitian ini diperoleh bahwa hubungan antara minat mahasiswa terhadap *online shop* adalah kuat, kontribusi yang diberikan oleh variabel minat mahasiswa terhadap *onlineshop* sedangkan sisanya dipengaruhi oleh variabel lain yang tidak ada dalam penelitian ini. Dan tinjauan dari perkembangan produk halal tentang variabel *online shop* itu sesuai, karena berdasarkan ayat al quran QSA1-Mutaffifin/83 :1-3, Pembeli melakukan jual beli (perniagaan) dengan *onlineshop* berdasarkan suka sama suka, juga mempunyai akad yang disepakati di awal. Dan mencapai target dari kepuasan konsumen.

Kata Kunci: Minat Mahasiswa, Online Shop, Produk Halal

ABSTRACT

THE INFLUENCE OF STUDENT'S INTEREST ON ONLINE SHOP IN THE DEVELOPMENT

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This research is motivated by the assumption that student interest will greatly affect a business or online shop when a business or online shop they use provides good service and provides satisfaction to consumers by providing information about the product being halal. But in reality there are still many online shops that do not provide good service to consumers, from those who provided damaged products to fraud. This research was conducted in the department of Islamic economics, Faculty of Islamic Religion, Islamic University of North Sumatra. The population is 100 people, the sample is taken by accidental sampling, namely the technique of determining the sample based on chance if it is considered that the person who happened to be met is suitable as a data source, totaling 30 students. Data collection techniques through observation, interviews, questionnaires, and documentation. The researcher analyzed the data by using quantitative descriptive method by conducting statistical tests. To analyze the data, the researcher used research instrument test, classical assumption test and hypothesis test. From the results of this study, it was found that the relationship between student interest in online shops, which was strong. This means that the contribution given by the student interest variable to the online shop is valid while the remaining is influenced by other variables that are not in this study. And a review of the development of halal products regarding the online shop variable is appropriate, because based on the verse of the Qur'an QS Al-Mutaffifin/83:1-3, the buyer conducts buying and selling (commerce) with the online shop on a consensual basis, also has a contract agreed upon in the agreement beginning. And achieve the target of customer satisfaction.

Keywords: Student Interest, Online Shop, Halal Products