

ABSTRAK

Rahmat Hidayat. 2024. Analisis Preferensi Konsumen Dalam Melakukan Transaksi Tunai dan Non Tunai di Indigo Sport Centre Tasikmalaya: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Perusahaan Indigo Sport Centre merupakan salah satu pusat kebugaran yang berada di Kota Tasikmalaya. Indigo Sport Centre menyediakan tempat, alat olahraga, personal trainer dan instruktur dan untuk menjadi membership fitness tersebut. Pada Indigo Sport Center berlaku pembayaran tunai dan non tunai.

Tujuan penelitian ini adalah untuk mengetahui faktor yang melatarbelakangi keputusan konsumen muslim Indigo Sport Centre Tasikmalaya dalam melakukan pilihan pembayaran tunai dan non tunai.

Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif, dimana peneliti sebagai instruments kunci, teknik pengumpulan data dilakukan secara triangulasi (gabungan), analisis data bersifat induktif/kualitatif. Sumber data primer ini di ambil dari hasil wawancara dengan konsumen muslim dan karyawan dari Indigo Sport Center.

Berdasarkan hasil analisis preferensi konsumen muslim di Indigo Sport Center Tasikmalaya didapati kesimpulan bahwa preferensi konsumen muslim Indigo Sport Centre Tasikmalaya dilatar belakangi oleh beberapa faktor yaitu faktor kebudayaan meliputi budaya, subbudaya dan kelas sosial, faktor sosial meliputi kelompok, keluarga serta peran dan status, faktor pribadi meliputi umur, pekerjaan, gaya hidup serta kepribadian dan konsep diri, faktor psikologis meliputi sikap, kepercayaan, proses belajar, persepsi dan motivasi.

Kata Kunci: Preferensi Konsumen, Pembayaran Tunai dan Non Tunai, Pembayaran Digital

ABSTRACT

Rahmat Hidayat. 2024. Analysis of Consumer Preferences in Conduct

Cash and Non-Cash Transactions at the Indigo Sport Center Tasikmalaya: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

The Indigo Sport Center company is one of the fitness centers in Tasikmalaya City. Indigo Sport Center provides space, sports equipment, personal trainers and instructors and fitness membership. At Indigo Sport Center cash and non-cash payments apply.

The aim of this research is to determine the factors behind the decisions of Indigo Sport Center Tasikmalaya Muslim consumers in making cash and non-cash payment options.

The method used in this research is a qualitative research method, where the researcher is the key instrument, data collection techniques are carried out using triangulation (combination), data analysis is inductive/qualitative. This primary data source was taken from interviews with Muslim consumers and employees from the Indigo Sport Center.

Based on the results of the analysis of Muslim consumer preferences at the Indigo Sport Center Tasikmalaya, it was concluded that the preferences of Muslim consumers at the Indigo Sport Center Tasikmalaya were motivated by several factors, namely cultural factors including culture, subculture and social class, social factors including groups, families and roles and status, personal factors including age, occupation, lifestyle as well as personality and self-concept, psychological factors include attitudes, beliefs, learning processes, perceptions and motivation.

Keywords: Consumer Preferences, Cash and Non-Cash Payments, Digital Payments