

ABSTRAK

Ananda Nisrina, 2026. Determinan Kepuasan Konsumen pada Produk *Fashion* Muslim dengan Perilaku *Showrooming* sebagai Variabel *Intervening* (Studi Empiris di Kalangan Generasi Z Kota Tasikmalaya). Skripsi. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.

Kepuasan konsumen pada produk *fashion* Muslim masih menunjukkan variasi, di mana tidak semua konsumen merasakan tingkat kepuasan yang optimal. Faktor-faktor seperti harga, kualitas produk, keragaman produk, kepercayaan konsumen, dan penghematan biaya memengaruhi tingkat kepuasan. Selain itu, munculnya perilaku *showrooming*, yakni mencari dan mencoba produk di toko offline sebelum melakukan pembelian secara *online*, turut memengaruhi proses evaluasi konsumen dalam menentukan tingkat kepuasan. Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor tersebut terhadap kepuasan konsumen, baik secara langsung maupun melalui perilaku *showrooming* pada produk *fashion* Muslim di kalangan Generasi Z Kota Tasikmalaya.

Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data diperoleh melalui penyebaran kuesioner kepada responden Generasi Z di Kota Tasikmalaya. Teknik analisis data menggunakan *Partial Least Square* (PLS-SEM) untuk menguji pengaruh langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa harga, kualitas produk, keragaman produk, kepercayaan konsumen, dan perilaku *showrooming* berpengaruh positif dan signifikan terhadap kepuasan konsumen. Sementara itu, penghematan biaya tidak berpengaruh terhadap kepuasan konsumen. Pada pengujian tidak langsung, harga, kualitas produk, keragaman produk, dan penghematan biaya berpengaruh positif dan signifikan terhadap kepuasan konsumen melalui perilaku *showrooming*. Namun, kepercayaan konsumen tidak berpengaruh terhadap kepuasan konsumen melalui perilaku *showrooming*.

Penelitian ini diharapkan dapat memberikan wawasan yang berguna baik bagi pelaku industri *fashion* Muslim dalam merumuskan strategi pemasaran yang lebih efektif, maupun bagi konsumen untuk lebih memahami faktor-faktor yang mempengaruhi kepuasan mereka dalam membeli produk *fashion* Muslim.

Kata kunci: Harga, Kualitas Produk, Keragaman Produk, Kepercayaan Konsumen, Penghematan Biaya, Perilaku *Showrooming*, Kepuasan Konsumen, *Fashion* Muslim.

ABSTRACT

Ananda Nisrina, 2026. *Determinants of Consumer Satisfaction in Muslim Fashion Products with Showrooming Behavior as an Intervening Variable (An Empirical Study among Generation Z in Tasikmalaya City)*. Undergraduate Thesis. Sharia Economics Study Program, Faculty of Islamic Studies, Universitas Siliwangi.

Consumer satisfaction with Muslim fashion products still varies, as not all consumers experience an optimal level of satisfaction. Factors such as price, product quality, product variety, consumer trust, and cost savings influence the level of consumer satisfaction. In addition, the emergence of showrooming behavior, where consumers search for and try products in offline stores before purchasing them online, also affects the consumer evaluation process in determining satisfaction levels. This study aims to analyze the influence of these factors on consumer satisfaction, both directly and indirectly through showrooming behavior, in Muslim fashion products among Generation Z in Tasikmalaya City.

This research employed a quantitative method with a survey approach. Data were collected through questionnaires distributed to Generation Z respondents in Tasikmalaya City. The data analysis technique used was Partial Least Square Structural Equation Modeling (PLS-SEM) to examine both direct and indirect effects among variables. The results of the study indicate that price, product quality, product variety, consumer trust, and showrooming behavior have a positive and significant effect on consumer satisfaction. Meanwhile, cost savings do not significantly affect consumer satisfaction. In the indirect effect analysis, price, product quality, product variety, and cost savings have a positive and significant effect on consumer satisfaction through showrooming behavior. However, consumer trust does not significantly affect consumer satisfaction through showrooming behavior.

This study is expected to provide valuable insights for both Muslim fashion industry practitioners in formulating more effective marketing strategies and for consumers in better understanding the factors that influence their satisfaction in purchasing Muslim fashion products.

Keywords: Price, Product Quality, Product Variety, Consumer Trust, Cost Savings, Showrooming Behavior, Consumer Satisfaction, Muslim Fashion.