

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan hasil penelitian dan pembahasan yang telah dilakukan, didapatkan kesimpulan sebagai berikut:

1. Ulasan Produk berpengaruh signifikan terhadap minat beli produk halal pada Generasi Z di Kota Bengkulu. Hasil uji t menunjukkan nilai $t = 7.858$ dengan signifikansi $< 0,05$. Hal ini mengindikasikan bahwa semakin tinggi tingkat ulasan produk yang positif, semakin meningkat pula keinginan konsumen pada minat beli produk halal di tiktok shop.
2. Persepsi Harga berpengaruh signifikan terhadap minat beli produk halal pada Generasi Z di Kota Bengkulu. Hasil uji t menunjukkan nilai $t = 7.144$ dengan signifikansi $< 0,05$. Hal ini menunjukkan bahwa produk halal dengan harga yang dianggap sepadan dengan kualitasnya lebih mudah diterima dan mendorong keputusan konsumen terhadap minat beli produk halal di tiktok shop. Persepsi harga bukan sekadar angka nominal, tetapi juga mencerminkan penilaian konsumen terhadap keadilan harga dan nilai produk secara keseluruhan.
3. *Live Streaming Marketing* berpengaruh signifikan terhadap minat beli produk halal pada Generasi Z di Kota Bengkulu. Hasil uji t menunjukkan nilai $t = 12.398$ dengan signifikansi $< 0,05$. Hal ini menunjukkan bahwa *live streaming marketing* berpengaruh secara signifikan karena metode ini

menghadirkan pengalaman berbelanja yang interaktif dan *real-time*. Melalui siaran langsung, penjual dapat menunjukkan produk secara langsung, menjelaskan bahan dan manfaatnya, hal ini membantu konsumen merasa lebih yakin bahwa produk yang dibeli benar-benar sesuai dengan standar. *live streaming* juga menciptakan efek sosial atau norma subjektif, di mana konsumen terdorong membeli karena melihat banyak orang lain menonton, memberi komentar, atau melakukan pembelian secara langsung. Penawaran khusus selama *live*, seperti diskon terbatas, *cashback*, atau bonus produk, juga memperkuat minat beli karena memberikan insentif tambahan yang bersifat waktu nyata.

4. Ulasan Produk, Persepsi Harga, dan *Live Streaming Marketing* secara simultan berpengaruh terhadap Minat Beli produk halal di tiktok shop pada Generasi Z. Dimana hasil uji F menunjukkan nilai $F = 154.943$ dengan signifikansi $< 0,05$, sehingga model regresi secara keseluruhan valid. Namun, koefisien determinasi (R^2) sebesar 53,8% menunjukkan bahwa masih banyak faktor lain yang mempengaruhi minat beli produk halal.

B. Kontribusi Ilmiah Penelitian

Penelitian ini memberikan kontribusi ilmiah dalam lima dimensi utama, yang mencerminkan nilai tambah bagi

pengembangan ilmu pengetahuan di bidang ekonomi syariah dan minat beli produk halal di tiktok shop:

1. Memperluas pemahaman perilaku konsumen Gen Z dalam dalam *e-commerce*.

Penelitian ini memberikan kontribusi penting dalam memperluas pemahaman mengenai perilaku konsumen Generasi Z yang cenderung aktif di *platform digital*, khususnya TikTok Shop. Dengan meneliti pengaruh ulasan produk, persepsi harga, dan *live streaming marketing* terhadap minat beli produk halal, penelitian ini membantu memperjelas faktor-faktor utama yang memengaruhi keputusan pembelian konsumen muda di era belanja online berbasis konten video. Temuan ini juga memperkaya literatur perilaku konsumen digital dan memberikan dasar bagi studi-studi berikutnya yang meneliti interaksi antara media sosial dan minat beli produk spesifik.

2. Menegaskan peran ulasan produk dalam membangun kepercayaan dan mempengaruhi minat beli produk halal

Penelitian ini menegaskan bahwa ulasan produk dari pengguna lain tidak hanya berfungsi sebagai sumber informasi, tetapi juga sebagai indikator kepercayaan dan validasi terhadap kehalalan serta kualitas produk. Hal ini memberikan kontribusi ilmiah dalam memperluas pemahaman tentang pengaruh *electronic word of mouth* (e-WOM) terhadap perilaku pembelian, khususnya untuk

produk halal, yang membutuhkan keyakinan tambahan dari konsumen sebelum melakukan transaksi.

3. Kontribusi Konseptual

Penelitian ini memperkaya pemahaman teori perilaku konsumen digital, khususnya dalam konteks produk halal. Dengan mengintegrasikan ulasan produk, persepsi harga, dan *live streaming marketing* sebagai variabel yang memengaruhi minat beli, studi ini memberikan kerangka konseptual baru yang dapat digunakan untuk menganalisis perilaku Gen Z dalam e-commerce berbasis konten video. Selain itu, penelitian ini juga menguatkan penerapan *Theory of Planned Behavior (TPB)* dalam konteks pemasaran digital, dengan menunjukkan bagaimana sikap, persepsi kontrol, dan norma subjektif dapat dihubungkan dengan keputusan pembelian produk halal secara online.

4. Kontribusi Metodologis

Secara metodologis, penelitian ini memberikan inovasi dalam desain penelitian kuantitatif berbasis platform digital. Pendekatan yang mengukur ulasan produk, persepsi harga, dan *live streaming marketing* secara bersamaan memungkinkan analisis pengaruh multivariat terhadap minat beli. Selain itu, penggunaan instrumen pengukuran yang relevan untuk menilai persepsi Gen Z terhadap produk halal di TikTok Shop dapat menjadi referensi bagi studi-studi

selanjutnya yang ingin meneliti perilaku konsumen muda di media sosial atau marketplace digital.

5. Kontribusi Kontekstual (Spesifik Wilayah dan Subjek)

Penelitian ini juga memberikan kontribusi kontekstual dengan fokus pada Gen Z di Kota Bengkulu, sehingga hasilnya relevan bagi pelaku bisnis lokal maupun nasional yang ingin memahami perilaku konsumen muda di wilayah tersebut. Temuan ini membantu mengidentifikasi preferensi, pertimbangan harga, serta respons terhadap strategi promosi digital, termasuk *live streaming marketing*, khususnya untuk produk halal. Dengan demikian, penelitian ini tidak hanya relevan secara teori, tetapi juga memiliki implikasi praktis untuk pengembangan strategi pemasaran digital di pasar lokal yang semakin kompetitif.

C. Saran

Adapun beberapa saran dalam penelitian ini yang menurut peneliti akan bermanfaat bagi pihak yang berkaitan, antara lain sebagai berikut:

1. Saran Praktis

a. Bagi Konsumen Generasi Z

Konsumen Gen Z sebaiknya lebih selektif dalam memilih produk halal di TikTok Shop dengan memperhatikan ulasan produk, rating, dan komentar dari pembeli lain. Dengan memanfaatkan informasi dari ulasan dan *live streaming*, konsumen dapat

membuat keputusan pembelian yang lebih bijak, memastikan kualitas dan kehalalan produk, serta meminimalkan resiko kekecewaan.

b. Bagi Penjual atau Pelaku Bisnis

Penjual dianjurkan untuk memaksimalkan *strategi live streaming marketing*, seperti menampilkan demo produk secara langsung, menjelaskan kehalalan dan manfaat produk, serta menghadirkan interaksi *real-time* dengan calon pembeli. Selain itu, penjual perlu mendorong konsumen memberikan ulasan yang jujur dan detail serta menetapkan harga yang kompetitif agar persepsi harga sesuai dengan kualitas produk dan menarik minat Gen Z.

c. Bagi Regulator (MUI, Dinas Perdagangan, atau Lembaga Sertifikasi Halal)

Penjual Regulator dapat meningkatkan transparansi dan perlindungan konsumen dengan membuat sistem verifikasi online untuk produk halal di *platform e-commerce*. Misalnya, MUI bisa bekerja sama dengan tiktok shop untuk menampilkan tanda khusus pada produk yang sudah bersertifikat halal dan melakukan audit berkala. Hal ini membantu membangun kepercayaan konsumen serta mendorong penjual mematuhi standar halal resmi.

2. Saran Akademik

- a. Penelitian selanjutnya dapat menambahkan variabel lain, seperti kepercayaan merek, kepuasan pelanggan, atau loyalitas, untuk melihat bagaimana faktor-faktor tersebut juga memengaruhi minat beli produk halal di tiktok shop.
- b. Disarankan agar penelitian selanjutnya dilakukan di wilayah lain atau segmen konsumen berbeda, misalnya Gen Z di kota besar lain, atau segmen usia yang berbeda, agar dapat dibandingkan dan memberikan generalisasi hasil penelitian yang lebih luas.
- c. Penelitian akademik berikutnya bisa menggunakan metode campuran (*mixed methods*), dengan menambahkan wawancara atau studi kualitatif, untuk mendapatkan pemahaman lebih mendalam mengenai motivasi, persepsi, dan pengalaman Gen Z dalam membeli produk halal melalui TikTok Shop.

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