

ABSTRAK

Minat beli merupakan prosedur keputusan pembelian konsumen, dapat timbul dengan sendirinya bila konsumen sudah merasa tertarik atau memberikan respon yang positif terhadap yang ditawarkan si penjual. Perkembangan teknologi membuat semuanya dilakukan serba online termasuk jual beli, dimana yang paling banyak mengikuti perkembangan dan beradaptasi dengan pembaruan adalah remaja maupun mahasiswa. Tujuan penelitian untuk mengetahui pengaruh *affiliate marketing* terhadap minat beli konsumen belanja online di shopee dengan *live streaming* sebagai variabel intervening dalam perspektif ekonomi islam pada Mahasiswa FEBI UIN Raden Fatah Palembang. Metode dalam penelitian ini ialah metode kuantitatif. Populasi penelitian ini Mahasiswa FEBI UIN Raden Fatah Palembang yang berminat berbelanja online di shopee melalui *affiliate marketing* dan *live streaming*. Pengambilan sampel mengenakan *purposive sampling* yaitu sejumlah 100 responden. Penelitian ini data yang digunakan ialah data primer, mengumpulkan data menggunakan kuesioner dan mengukurnya dengan skala likert. Hasil penelitian ini menyatakan bahwa H1 *Affiliate marketing* berpengaruh terhadap *live streaming* diterima, dilihat dari nilai T hitung > T tabel yaitu (11.945 > 1.661) sig. (0.000 < 0.05). H2 *Affiliate marketing* berpengaruh terhadap minat beli konsumen di terima, dilihat dari nilai T hitung > T tabel (4.361 > 1.661) sig. (0.000 < 0.05). H3 *Live streaming* berpengaruh terhadap minat beli konsumen dapat diterima, dilihat dari hasil T hitung > T tabel (4.261 > 1.661) sig. (0.000 < 0.05). H4 *Affiliate marketing* berpengaruh terhadap minat beli konsumen melalui *live streaming* di terima, dengan hasil T hitung lebih besar dari T tabel (9.72846951 > 1.661) sig. (0.000 < 0.05)

Kata kunci: *Affiliate Marketing*, Ekonomi Islam *Live Streaming*, Minat Beli, ,Shopee

ABSTRACT

Purchase interest is a consumer purchasing decision procedure, which can arise automatically if the consumer feels interested or gives a positive response to what the seller is offering. Technological developments mean that everything is done online, including buying and selling, where those who follow developments and adapt to updates the most are teenagers and students. The aim of the research is to determine the influence of affiliate marketing on consumers' buying interest in online shopping at Shopee with live streaming as an intervening variable in an Islamic economic perspective among FEBI UIN Raden Fatah Palembang students. The method in this research is a quantitative method. The research population is FEBI UIN Raden Fatah Palembang students who are interested in shopping online at Shopee via affiliate marketing and live streaming. Samples were taken using purposive sampling, namely 100 respondents. In this research, the data used is primary data, collecting data using a questionnaire and measuring it using a Likert scale. The results of this research state that H1 Affiliate marketing has an effect on live streaming acceptance, seen from the calculated T value > T table, namely (11,945 > 1,661) sig. (0.000 < 0.05). H2 Affiliate marketing has an influence on consumer buying interest, seen from the calculated T value > T table (4.361 > 1.661) sig. (0.000 < 0.05). H3 Live streaming has an acceptable effect on consumer buying interest, seen from the results of T count > T table (4,261 > 1,661) sig. (0.000 < 0.05). H4 Affiliate marketing has an effect on consumer buying interest through live streaming. It is accepted, with the calculated T result being greater than the T table (9.72846951 > 1.661) sig. (0.000 < 0.05)

Keywords: Affiliate Marketing, Islamic Economy Live Streaming, Purchase Interest, Shopee