

ABSTRAK**PENGARUH HARGA, PROMOSI, DAN KUALITAS LAYANAN
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN SHOPEE**
(Studi Pada Mahasiswa Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan harga, promosi dan kualitas layanan terhadap keputusan pembelian konsumen Shopee, 2) pengaruh secara parsial harga terhadap keputusan pembelian konsumen Shopee, 3) pengaruh secara parsial promosi terhadap keputusan pembelian konsumen Shopee, dan 4) pengaruh secara parsial kualitas layanan terhadap keputusan pembelian konsumen Shopee. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh mahasiswa aktif di Universitas Sanata Dharma Yogyakarta dengan sampel yang digunakan adalah mahasiswa aktif di Kampus I Universitas Sanata Dharma Yogyakarta dengan jumlah 100 responden. Penelitian dilakukan kepada konsumen yang pernah melakukan minimal 3 kali pembelian secara online di Shopee yaitu mahasiswa aktif di Kampus 1 Universitas Sanata Dharma. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah pengambilan sampel *non probability sampling* dengan metode *purposive sampling*. Teknik analisis yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan regresi linier berganda dengan bantuan menggunakan aplikasi IBM SPSS 23 *Statistic*. Hasil penelitian ini menunjukkan harga, promosi, dan kualitas layanan secara simultan berpengaruh terhadap keputusan pembelian konsumen Shopee, harga secara parsial berpengaruh terhadap keputusan pembelian konsumen Shopee, promosi secara parsial berpengaruh terhadap keputusan pembelian konsumen Shopee, dan kualitas layanan secara parsial berpengaruh terhadap keputusan pembelian konsumen Shopee.

Kata kunci: Harga, Promosi, Kualitas Layanan, dan Keputusan Pembelian.

ABSTRAK**THE INFLUENCE OF PRICE, PROMOTION, AND SERVICE QUALITY
TOWARDS PURCHASE DECISION OF SHOPEE CONSUMERS**
A Study At Sanata Dharma University Students

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This research aims to find out: 1) the influence of price, promotion, and service quality simultaneously towards purchase decision of Shopee consumer, 2) the influence of price partially towards purchase decision Shopee consumer, 3) the influence of promotion partially towards purchase decision of Shopee consumer, 4) the influence of service quality partially towards purchase decision of Shopee consumer. The type of this research is quantitative research with a survey method. The population in this study was all active students at Sanata Dharma University with the sample used was 100 respondents at who have already used Shopee at least three times. The sampling technique used is a non-probability sampling method with a purposive sampling technique. The analysis research used was descriptive analysis, the classic assumption test, and multiple linear regression using the IBM SPSS 23 Statistic application. The results showed that price, promotion, and service quality simultaneously had a significant influence towards the purchase decision of Shopee consumers. Price had a significant influence towards the purchase decision of Shopee consumers partially, the promotion had a significant influence towards the purchase decision of Shopee consumers partially, and service quality had a significant influence towards the purchase decision of Shopee consumers partially.

Keywords: Price, Promotion, Service Quality, and Purchase Decision.