

ABSTRAK

PENGARUH PERSEPSI HARGA, KUALITAS PELAYANAN, DAN PROMOSI PENJUALAN TERHADAP MINAT BELI FESYEN SECARA ONLINE MELALUI SHOPEE SAAT PANDEMI COVID-19 PADA MASYARAKAT MILENIAL DI YOGYAKARTA

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh persepsi harga, kualitas pelayanan, dan promosi penjualan terhadap minat beli fesyen secara *online* melalui Shopee saat pandemi Covid-19 pada masyarakat milenial di Yogyakarta.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di wilayah Yogyakarta pada bulan Maret-April 2021. Populasi dalam penelitian ini adalah masyarakat milenial berusia 21-41 tahun di Yogyakarta yang melakukan pembelian produk fesyen secara *online* melalui Shopee. Sampel sebanyak 100 responden dan diambil dengan menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) persepsi harga berpengaruh secara signifikan terhadap minat beli fesyen secara *online*; (2) kualitas pelayanan berpengaruh secara signifikan terhadap minat beli fesyen secara *online*; (3) promosi penjualan berpengaruh secara signifikan terhadap minat beli fesyen secara *online*; dan (4) persepsi harga, kualitas pelayanan, dan promosi penjualan secara bersama berpengaruh signifikan terhadap minat beli fesyen secara *online* sebesar 98,3%.

Kata kunci: persepsi harga, kualitas pelayanan, promosi penjualan, minat beli, dan fesyen.

ABSTRACT

**THE EFFECTS OF PRICE PERCEPTION, SERVICE QUALITY,
AND SALES PROMOTION ON FASHION BUYING INTENTION
OF MILLENIAL COMMUNITY IN YOGYAKARTA
THROUGH SHOPEE ONLINE MARKETPLACE
DURING COVID-19 PANDEMIC.**

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The aims of this research were to examine and analyze the effects of price perception, service quality, and sales promotion on fashion buying intention of millenial community in Yogyakarta through Shopee online marketplace during Covid-19 pandemic.

This research is an explanatory research conducted in Yogyakarta in March-April 2021. The research populations were the millennial aged 21-41 years old consumers in Yogyakarta, who purchased fashion products in Shopee online marketplace. The research sample covered 100 respondents and was taken using a purposive sampling technique. The data collection method was a questionnaire. The data analysis technique was a multiple linear regression.

The results of data analysis showed that: (1) price perception had a significant effect on online fashion buying intention; (2) service quality had a significant effect on online fashion buying intention; (3) sales promotion had a significant effect on online fashion buying intention; and (4) price perception, service quality, and sales promotion could be predictors of online fashion buying intention as much as 98,3%.

Keywords: *price perception, service quality, sales promotion, buying intention, andfashion.*