

ABSTRAK

PENGARUH HARGA, PROMOSI, DAN KEMUDAHAN PENGGUNAAN APLIKASI TERHADAP MINAT BELI ULANG KONSUMEN PADA E-COMMERCE SHOPEE

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh secara bersama-sama harga, promosi, dan kemudahan penggunaan terhadap minat beli ulang pada *e-commerce* Shopee, (2) Pengaruh secara parsial harga terhadap minat beli ulang pada *e-commerce* Shopee, (3) Pengaruh secara parsial promosi terhadap minat beli ulang pada *e-commerce* Shopee, dan (4) Pengaruh secara parsial kemudahan penggunaan aplikasi terhadap minat beli ulang pada *e-commerce* Shopee. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non probability sample* dengan teknik *purposive sampling*. Data dalam penelitian ini diperoleh dengan menyebarkan kuesioner dalam bentuk *google form* tentang Harga, Promosi, dan Kemudahan Penggunaan Aplikasi, dan Minat Beli Ulang yang disebarakan kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis Regresi Linear Berganda yang didukung dengan menggunakan program aplikasi SPSS *Statistics* 28.0. Hasil Penelitian ini menunjukkan bahwa: (1) Harga, promosi, dan kemudahan penggunaan Aplikasi secara bersama-sama berpengaruh terhadap minat beli ulang pada *e-commerce* Shopee, (2) Harga secara parsial tidak berpengaruh positif terhadap minat beli ulang pada *e-commerce* Shopee, (3) Promosi secara parsial berpengaruh positif terhadap minat beli ulang pada *e-commerce* Shopee, dan (4) Kemudahan penggunaan aplikasi secara parsial berpengaruh positif terhadap minat beli ulang pada *e-commerce* Shopee.

Kata Kunci: Harga, Promosi, Kemudahan Penggunaan Aplikasi, Minat Beli Ulang

ABSTRACT

THE INFLUENCE OF PRICE, PROMOTION, AND EASE OF USE OF THE APPLICATION ON REPURCHASING INTEREST IN E-COMMERCE SHOPEE

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This research aims to determine (1) the combined effect of price, promotion, and application ease of use on repurchase interest in Shopee e-commerce, (2) the partial effect of price on repurchase interest in Shopee e-commerce, (3) the partial effect of promotion on repurchase interest in Shopee e-commerce, and (4) the partial effect of application ease of use on repurchase interest in Shopee e-commerce. The sampling technique used in this study is a non-probability sample with purposive sampling technique. The data in this study were obtained by distributing questionnaires in the form of a google form about Prices, Promotions, and Ease of Use The Application, and Buying Interests which were distributed to 100 respondents. The data analysis technique used in this research is descriptive analysis, classical assumption test, and Multiple Linear Regression analysis which is supported by the use of SPSS Statistics 28.0 application program. The findings show that (1) Price, Promotion, and Ease of Use of The Application all have an effect on repurchase interest in Shopee e-commerce, (2) Price partially does not have a positive effect on repurchase interest in Shopee e-commerce, (3) Promotion partially has a positive effect on repurchase interest in Shopee e-commerce, and (4) Ease of Use of The Application partially has a positive effect on repurchase interest in Shopee e-commerce.

Keywords: Price, Promotion, Ease of Use of The Application, Repurchase Interest