

ABSTRAK

HUBUNGAN ANTARA FAKTOR BUDAYA, FAKTOR SOSIAL, FAKTOR PSIKOLOGI, FAKTOR PRIBADI, DAN KEPUTUSAN PEMBELIAN BARANG SECARA *ONLINE* MAHASISWA UNIVERSITAS SANATA DHARMA DARI KABUPATEN MAPPI

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2022

Tujuan penelitian ini adalah untuk mengetahui: (1) hubungan antara faktor budaya dan keputusan pembelian barang secara *online* pada mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi; (2) hubungan antara faktor sosial dan keputusan pembelian barang secara *online* pada mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi; (3) hubungan antara faktor psikologis dan keputusan pembelian barang secara *online* pada mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi; dan (4) hubungan antara faktor kepribadian dan keputusan pembelian barang secara *online* pada mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi. Jenis penelitian adalah penelitian korelasional yang dilaksanakan pada bulan April-Mei 2022. Populasi penelitian adalah seluruh mahasiswa kerja sama Universitas Sanata Dharma dan Pemerintah Daerah Kabupaten Mappi yang berdomisili di *Student Residence* dengan jumlah 191 orang. Jumlah sampel penelitian adalah 120 orang yang ditentukan berdasarkan teknik *simple random sampling*. Metode pengumpulan data adalah kuesioner. Teknik analisis data adalah korelasi *rank Spearman*.

Hasil penelitian ini menunjukkan bahwa: (1) ada hubungan antara faktor budaya dan keputusan pembelian barang secara *online* mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi (*correlation coefficient* = 0,275 dan *sig. (2-tailed)* = 0,002); (2) ada hubungan antara faktor sosial dan keputusan pembelian barang secara *online* mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi (*correlation coefficient* = 0,296 dan *sig. (2-tailed)* = 0,001); (3) ada hubungan antara faktor psikologi dan keputusan pembelian barang secara *online* mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi (*correlation coefficient* = 0,318 dan *sig. (2-tailed)* = 0,000); (4) ada hubungan antara faktor pribadi dan keputusan pembelian barang secara *online* mahasiswa Universitas Sanata Dharma dari Kabupaten Mappi (*correlation coefficient* = 0,318 dan *sig. (2-tailed)* = 0,000).

Kata Kunci: Faktor budaya, faktor sosial, faktor psikologi, faktor pribadi, keputusan pembelian secara *online*

ABSTRACT

THE RELATIONSHIP OF CULTURAL FACTORS, SOCIAL FACTORS, PSYCHOLOGICAL FACTORS, PERSONAL FACTORS, AND DECISIONS TO PURCHASE GOODS ONLINE AMONG STUDENTS OF SANATA DHARMA UNIVERSITY FROM MAPPI REGENCY

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The aims of this study were to determine: (1) the relationship between cultural factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency; (2) the relationship between social factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency; (3) the relationship between psychological factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency; and (4) the relationship between personality factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency. The type of research was correlational research which was conducted in April-May 2022. The research population was all students of the collaboration between the University of Sanata Dharma and the Regional Government of Mappi Regency who are domiciled in Student Residence with a total of 191 people. The number of research samples was 120 people who were determined based on simple random sampling technique. The data collection method was a questionnaire. The data analysis technique was Spearman rank correlation.

The results of this study indicated that: (1) there was a relationship between cultural factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency (correlation coefficient = 0,275 and sig. (2-tailed) = 0,002); (2) there was a relationship between social factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency (correlation coefficient = 0,296 and sig. (2-tailed) = 0,001); (3) there was a relationship between psychological factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency (correlation coefficient = 0,318 and sig. (2-tailed) = 0,000); (4) there was a relationship between personal factors and online purchasing decisions for Sanata Dharma University students from Mappi Regency (correlation coefficient = 0,318 and sig. (2-tailed) = 0,000).

Keywords: Cultural factors, social factors, psychological factors, personal factors, online purchasing decisions