

ABSTRAK

PENGARUH KEPERCAYAAN, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE

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2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan Kepercayaan, Harga dan Promosi terhadap Keputusan Pembelian di Shopee, (2) pengaruh parsial Kepercayaan terhadap keputusan pembelian di Shopee, (3) pengaruh parsial Harga terhadap keputusan pembelian di Shopee, (4) pengaruh parsial Promosi terhadap keputusan pembelian di Shopee. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Penelitian ini menggunakan uji instrumen penelitian dengan uji validitas dan reliabilitas; analisis deskriptif data responden dan variabel; uji asumsi klasik dengan uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji linearitas; analisis data dengan analisis regresi linear berganda, menggunakan program IBM SPSS 22. Hasil penelitian ini menunjukkan bahwa : (1) kepercayaan, harga dan promosi berpengaruh simultan terhadap keputusan pembelian di Shopee, (2) kepercayaan secara parsial berpengaruh terhadap keputusan pembelian di Shopee, (3) Harga secara parsial berpengaruh terhadap keputusan pembelian di Shopee, (4) Promosi secara parsial berpengaruh terhadap keputusan pembelian di Shopee.

Kata kunci: kepercayaan, harga, promosi dan keputusan pembelian.

ABSTRACT

THE INFLUENCE OF TRUST, PRICE AND PROMOTION ON PURCHASING DECISIONS AT SHOPEE

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This study aims to determine: (1) the simultaneous effect of Trust, Price and Promotion on Purchasing Decisions at Shopee, (2) the partial effect of Trust on purchasing decisions at Shopee, (3) the partial effect of Price on purchasing decisions at Shopee, (4) the partial effect of Promotion on purchasing decisions at Shopee. The type of research used in this research is descriptive research with a quantitative approach. The sampling technique used in this study was purposive sampling. This study uses research instrument tests with validity and reliability tests; descriptive analysis of respondent data and variables; classical assumption test with normality test, multicollinearity test, heteroscedasticity test, and linearity test; data analysis with multiple linear regression analysis, using the IBM SPSS 22 program the result of this study shows that: (1) trust, price and promotion simultaneously affect purchasing decisions at Shopee, (2) trust partially affects purchasing decisions at Shopee, (3) price partially affects purchasing decisions at Shopee, (4) promotion partially affects purchasing decisions at Shopee.

Keywords: trust, price, promotion and purchasing decisios.