

ABSTRAK

PENGARUH PERSEPSI RISIKO, *INFLUENCER MARKETING*, DAN *FLASH SALE* TERHADAP KEPUTUSAN PEMBELIAN DI *E-COMMERCE* SHOPEE PADA MAHASISWA FKIP UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk menganalisis pengaruh persepsi risiko, *influencer marketing*, dan *flash sale* terhadap keputusan pembelian di *e-commerce* Shopee pada FKIP Universitas Sanata Dharma.

Penelitian ini merupakan penelitian eksplanatori yang dilakukan di FKIP Universitas Sanata Dharma pada bulan Oktober-November 2024. Populasi dalam penelitian ini mahasiswa FKIP Universitas Sanata Dharma. Sampel dalam penelitian ini menggunakan teknik *accidental sampling* yang terdiri dari 364 mahasiswa. Teknik pengumpulan data yang digunakan adalah kuesioner. Data dianalisis dengan menggunakan regresi linier berganda.

Hasil analisis data menunjukkan bahwa: 1) persepsi risiko, *influencer marketing*, dan *flash sale* dapat menjadi prediktor keputusan pembelian di *e-commerce* Shopee pada mahasiswa FKIP di Universitas Sanata Dharma; 2) persepsi risiko tidak berpengaruh terhadap keputusan pembelian di *e-commerce* Shopee pada mahasiswa FKIP di Universitas Sanata Dharma; 3) *influencer marketing* berpengaruh positif terhadap keputusan pembelian di *e-commerce* Shopee pada mahasiswa FKIP di Universitas Sanata Dharma; dan 4) *flash sale* berpengaruh positif terhadap keputusan pembelian di *e-commerce* Shopee pada mahasiswa FKIP di Universitas Sanata Dharma.

Kata kunci: keputusan pembelian, persepsi risiko, *influencer marketing*, *flash sale*

ABSTRACT

**THE INFLUENCE OF RISK PERCEPTION, INFLUENCER MARKETING,
AND FLASH SALES ON PURCHASING DECISIONS ON SHOPEE E-
COMMERCE AMONG FKIP STUDENTS AT SANATA DHARMA
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This study aims to analyze the influence of risk perception, influencer marketing, and flash sales on purchasing decisions on the Shopee e-commerce platform among students of the Faculty of Teacher Training and Education (FKIP) at Sanata Dharma University.

This explanatory study was conducted at FKIP Sanata Dharma University during October–November 2024. The population of the study was FKIP students. The sample was selected using accidental sampling consist of 364 students. Data collection was carried out using questionnaires. The data were analyzed using multiple linear regression.

The results of the data analysis show that: 1) risk perception, influencer marketing, and flash sales can be predictors of purchasing decisions on Shopee among FKIP students at Sanata Dharma University; 2) risk perception does not have a significant effect on purchasing decisions on Shopee among FKIP students at Sanata Dharma University; 3) influencer marketing has a positive effect on purchasing decisions on Shopee among FKIP students at Sanata Dharma University; and 4) flash sales have a positive effect on purchasing decisions on Shopee among FKIP students at Sanata Dharma University.

Keywords: *purchasing decisions, risk perception, influencer marketing, flash sales*