

PENGARUH ONLINE CUSTOMER REVIEW, SHIPPING COST, DAN PAYMENT METHOD TERHADAP MINAT BELI PADA GENERASI Z PENGGUNA SHOPEE

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ABSTRACT

This study aims to find out: (1) the simultaneous influence of online customer reviews, shipping costs, payment methods on the buying interest of generation Z of Shopee users, (2) the partial influence of online customer reviews on the buying interest of generation Z of Shopee users, (3) the partial influence of shipping costs on the buying interest of generation Z of Shopee users, (4) the partial influence of payment methods on the buying interest of generation Z of Shopee users. This research is a quantitative. The population in this study is all generation Z who have used Shopee e-commerce for the past 1 year and are domiciled in the Special Region of Yogyakarta. Sampling technique using incidental sampling. Data was obtained by distributing questionnaires to 100 Generation Z who have used the Shopee marketplace. The data analysis technique used multiple linear regression analysis with the IBM SPSS Statistics 22 application. The results of this study show that: (1) online customer reviews, shipping costs, and payment methods simultaneously affect the buying interest of generation Z of Shopee users, (2) online customer reviews partially affect the buying interest of generation Z of Shopee users, (3) shipping costs partially affect the buying interest of generation Z of Shopee users, (4) payment methods partially affect the buying interest of generation Z of Shopee users.

Keywords: online customer review, shipping cost, payment method, buying interest

ABSTRAK

Penelitian ini bertujuan untuk mengetahui : (1) pengaruh secara simultan online customer review, shipping cost, payment method terhadap minat beli generasi Z pengguna Shopee, (2) pengaruh secara parsial online customer review terhadap minat beli generasi Z pengguna Shopee, (3) pengaruh secara parsial shipping cost berpengaruh terhadap minat beli generasi Z pengguna Shopee, (4) pengaruh secara parsial payment method berpengaruh terhadap minat beli generasi Z pengguna Shopee. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah semua generasi Z yang sudah menggunakan e-commerce Shopee selama 1 tahun terakhir dan berdomisili di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dengan menggunakan incidental sampling. Data diperoleh dengan membagikan kuesioner kepada 100 generasi Z yang sudah pernah menggunakan marketplace Shopee. Teknik analisis data menggunakan analisis regresi linear berganda dengan aplikasi SPSS IBM SPSS Statistics 22. Hasil dari penelitian ini menunjukkan bahwa : (1) online customer review, shipping cost, dan payment method secara simultan berpengaruh terhadap minat beli generasi z pengguna Shopee, (2) online customer review secara parsial berpengaruh terhadap minat beli generasi Z pengguna Shopee, (3) shipping cost secara parsial berpengaruh terhadap minat beli generasi Z pengguna Shopee, (4) payment method secara parsial berpengaruh terhadap minat beli generasi Z pengguna Shopee.

Kata Kunci : online customer review, shipping cost, payment method, minat beli

