

**Pengaruh Promosi Iklan Shopee pada saat Pandemi *COVID-19*
Terhadap Perilaku Konsumtif (Studi kepada Pengunjung Shopee
dengan karakteristik Mahasiswa)**

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Abstrak

Pandemi *COVID-19* berdampak negatif pada setiap segala macam aspek, salah satunya adalah ekonomi. Imbasnya adalah penurunan daya beli masyarakat dan berimbas juga pada Shopee yang merupakan *e-commerce* terkenal di Asia Tenggara. Akibat hal tersebut, Shopee menyebarkan kampanye promosi dengan tujuan untuk meningkatkan daya beli masyarakat lagi melalui sebuah iklan. Respon masyarakat dari promosi iklan tersebut berbagai macam dan pada penelitian ini peneliti akan dikaitkan dengan Mahasiswa, karena mahasiswa memiliki karakteristik yang mengikuti perkembangan teknologi dan mahasiswa merupakan yang sangat mudah berperilaku konsumtif. Tujuan dari penelitian ini adalah mengetahui apakah terdapat pengaruh promosi iklan Shopee pada saat *Pandemik COVID-19* terhadap perilaku konsumtif. Metode yang peneliti gunakan disini adalah Metode Kuantitatif. Hasil dari penelitian ini adalah hasil dari Uji Korelasi Variabel X (Promosi Iklan) dan Variabel Y (Perilaku Konsumtif) menunjukkan korelasi sebesar 0,728. Hasil Uji T / Hipotesis sebesar 10,513 artinya H_0 ditolak dan H_a diterima. Kesimpulan adalah terdapat pengaruh antara promosi Shopee pada Masa Pandemi *COVID-19* terhadap Perilaku konsumtif mahasiswa, dari hasil Uji Koefisien Determinan perhitungan sebesar 53% sedangkan sisanya 47% dipengaruhi oleh faktor lain diluar penelitian.

Kata kunci : Promosi, Pandemi *COVID-19*, Iklan, Perilaku Konsumtif

***The Effect of Shopee Advertising Promotion during the COVID-19
Pandemic on Consumptive Behavior (Study of Shopee Visitors with
Student Characteristics)***

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Abstract

The COVID-19 pandemic has had a negative impact on all kinds of aspects, one of which is the economy. The impact is a decrease in people's purchasing power and also affects Shopee, which is a well-known e-commerce in Southeast Asia. As a result of this, Shopee spreads a promotional campaign with the aim of increasing people's purchasing power again through an advertisement. The public's response to the advertisement promotion is of various kinds and in this study the researcher will be associated with students, because students have characteristics that follow technological developments and students are very easy to consumptive behavior. The purpose of this study was to determine whether there was an effect of Shopee Advertising promotion during the COVID-19 pandemic on consumptive behavior. The method that the researcher uses here is the Quantitative Method. The results of this study are the results of the Correlation Test of Variable X (Advertising Promotion) and Variable Y (Consumptive Behavior) showing a correlation of 0.728. The results of the T/Hypothesis Test of 10,513 means that H_0 is rejected and H_a is accepted. The conclusion is that there is an influence between Shopee promotions during the COVID-19 Pandemic Period on student consumptive behavior, from the results of the Determinant Coefficient Test calculation of 53% while the remaining 47% is influenced by other factors outside the study.

Keywords : *Promotion, COVID-19 Pandemic, Advertising, Consumptive Behavior*