The Effect of Sales Promotion and Service Quality on Purchasing Decisions
(Study on E-Commerce Shopee in DKI-Jakarta)

By **Fauzan Akhyar**

Abstract

This thesis aims to examine the effect of sales promotion and service quality on consumer purchasing decisions in e-commerce Shopee. This study uses a quantitative method using SmartPLS. The number of samples in this study were 100 respondents. Respondent requirements in this study are Shopee users with a minimum of 2 shopping times. Determination of the sample using purposive sampling technique by setting the criteria first. Data collection techniques by giving questionnaires to respondents. In proving and analyzing this, validity and reliability tests, R-Square tests, Q-Square tests, and the effect coefficient values are used by the original sample through the path analysis test (path coefficient) and finally through the t-statistic test. Through testing the validity and reliability of the data it can be said to be valid and reliable. Based on the results of the Q-Square test stated that the model has a relevant predictive value. The results of the data analysis showed that the sales promotion variable had a negative and insignificant -0.076 effect, while the service quality variable had a positive and significant effect of -0.721 on purchasing decisions. The R square results in this study show that the contribution of the sales promotion and service quality variables together is 52.90% while the remaining 47.10% is influenced by other variables outside this research model, such as price, shopping experience, customer trust, brand image, and so forth.

Keywords: Sales Promotion, Service Quality, Purchase Decision, Shopee

Pengaruh Promosi Penjualan Dan Kualitas Layanan Terhadap Keputusan

Pembelian

(Studi Pada E-Commerce Shopee di DKI-Jakarta)

Oleh Fauzan Akhyar

Abstrak

Skripsi ini bertujuan untuk menguji pengaruh promosi penjualan dan kualitas layanan terhadap keputusan pembelian konsumen di *e-commerce* Shopee. Penelitian ini menggunakan metode kuantitatif dengan menggunakan SmartPLS. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Syarat responden dalam penelitian ini merupakan pengguna Shopee dengan minimal berbelanja sebanyak 2 kali. Penentuan sampel menggunakan teknik *purposive sampling* dengan menetapkan kriteria terlebih dahulu. Teknik pengumpulan data dengan memberi kuesioner pada responden. Dalam membuktikan dan menganalisis hal tersebut, maka digunakan uji validitas dan reliabilitas, uji R-*Square*, uji Q-*Square*, serta nilai koefisien pemgaruh ditunjukan oleh original sample melalui uji analisis jalur *(path coefficient)* dan terakhir melalui uji *t-statistic*. Melalui uji validitas dan reliabilitas data dapat dikatakan valid dan reliable. Berdasarkan hasil uji Q-Square menyatakan bahwa model memiliki nilai predictive relevan. Hasil analisis data menunjukkan bahwa variabel promosi penjualan berpengaruh sebesar -0,076 negatif dan tidak signifikan, sedangkan variabel kualitas layanan berpengaruh sebesar 0,721 positif dan signifikan terhadap keputusan pembelian. Hasil R square pada penelitian ini menunjukkan kontribusi secara bersama sama variabel promosi penjualan dan kualitas layanan sebesar 52,90% sedangkan sisanya sebesar 47,10% dipengaruhi oleh variabel lain diluar model penelitian ini, seperti harga, pengalaman berbelanja, kepercayaan pelanggan, *brand image*, dan lain sebagainya

Kata Kunci: Promosi Penjualan, Kualitas Layanan, Keputusan Pembelian, Shopee