

PENGARUH EFEKTIVITAS IKLAN SHOPEE ‘COD CEK DULU’ DI YOUTUBE TERHADAP MINAT BELI PENGGUNA SHOPEE DI INDONESIA

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ABSTRAK

Saat ini masyarakat lebih sering berbelanja *online* karena dirasa lebih mudah dan praktis. Terdapat berbagai *e-commerce* yang berkembang di Indonesia, salah satunya yaitu Shopee. Shopee merupakan *e-commerce* dengan pengunjung terbanyak di Indonesia, hal ini karena Shopee memiliki keunggulan yaitu salah satunya memiliki berbagai fitur menarik. Shopee baru-baru ini mengeluarkan fitur yang belum pernah ada di *e-commerce* manapun, yaitu COD Cek Dulu. Shopee memperkenalkan fitur barunya melalui iklan yang diunggah di YouTube. Penelitian ini bertujuan untuk membahas mengenai pengaruh efektivitas iklan Shopee COD Cek Dulu di YouTube terhadap minat beli pengguna Shopee di Indonesia. Teori yang digunakan dalam penelitian ini adalah Teori Respons Kognitif. Metode penelitian yang digunakan dalam penelitian ini yaitu kuantitatif eksplanatif. Penelitian ini memperoleh data primer melalui penyebaran kuesioner kepada pengguna Shopee di Indonesia. Pengambilan sampel pada penelitian ini dihitung menggunakan rumus slovin dan mendapat jumlah sebanyak 100 sampel. Hasil uji regresi linear sederhana mendapatkan nilai signifikansi sebesar $0,001 < 0,05$ yang berarti variabel independen berpengaruh terhadap variabel dependen. Hasil uji koefisien determinasi pada penelitian ini menunjukkan pengaruh efektivitas iklan Shopee COD Cek Dulu di YouTube terhadap minat beli pengguna Shopee di Indonesia mencapai 73,7%, sedangkan 26,3% sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Hasil uji hipotesis menunjukkan bahwa terdapat pengaruh yang signifikan antara efektivitas iklan Shopee COD Cek Dulu terhadap minat beli pengguna Shopee di Indonesia.

Kata Kunci: Efektivitas Iklan, Minat Beli, Shopee

**THE INFLUENCE OF THE EFFECTIVENESS OF SHOPEE COD CHECK
FIRST ADVERTISEMENTS ON YOUTUBE ON THE PURCHASE
INTENTION OF SHOPEE USERS IN INDONESIA**

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ABSTRACT

Nowadays, people shop online more often because it is easier and more practical. There are various e-commerce developments in Indonesia, one of which is Shopee. Shopee is the e-commerce with the most visitors in Indonesia, this is because Shopee has advantages, one of which is having various interesting features. Shopee recently released a feature that has never existed in any e-commerce, namely COD Cek Dulu. Shopee introduced its new feature through an advert uploaded on YouTube. This research aims to discuss the effect of the effectiveness of Shopee COD Cek Dulu advertisements on YouTube on the buying interest of Shopee users in Indonesia. The theory used in this research is Cognitive Response Theory. The research method used in this research is explanatory quantitative. This research obtained primary data by distributing questionnaires to Shopee users in Indonesia. Sampling in this research was calculated using the Slovin formula and got a total of 100 samples. The simple linear regression test results get a significance value of $0.001 < 0.05$, which means that the independent variable affects the dependent variable. The coefficient of determination test in this study shows that the effect of the effectiveness of Shopee COD Cek Dulu advertisements on YouTube on the buying interest of Shopee users in Indonesia reaches 73.7%, while the remaining 26.3% is influenced by other factors outside this study. The results of the hypothesis test show that there is a significant influence between the effectiveness of Shopee COD Cek Dulu advertisements on the buying interest of Shopee users in Indonesia.

Keywords: *Ad Effectiveness, Purchase Intention, Shopee*