

E COMMERCE SHOPEE BUYING DECISIONS

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Abstract

This research aims to analyse and find out whether there is an influence between sales promotion, word of mouth, and e service quality toward consumer buying decisions. The method that used in this research is descriptive quantitative with 100 respondents of e commerce Shopee consumer which is spread in Jakarta Selatan. The data analysis system used is through questionnaire with descriptive and inferential analysis techniques using Smart PLS 3.2. Results of this research showed that sales promotion and e service quality are positively influence consumer buying decisions. In contrast, word of mouth has no influence toward consumer buying decisions.

Keywords: Buying decisions, E commerce, E service quality, Sales promotion, Word of mouth

KEPUTUSAN PEMBELIAN *E COMMERCE* SHOPEE

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Abstrak

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh promosi penjualan, *word of mouth*, dan *e service quality* terhadap keputusan pembelian. Metode penelitian ini yaitu deskriptif kuantitatif dengan 100 responden konsumen *e commerce* Shopee yang tersebar di Jakarta Selatan. Teknik analisis data diambil melalui kuesioner dengan teknik analisis data deskriptif dan inferensial menggunakan Smart PLS 3.2. Hasil penelitian ini menunjukkan bahwa promosi penjualan dan *e service quality* berpengaruh positif terhadap keputusan pembelian. Sedangkan *word of mouth* tidak berpengaruh terhadap keputusan pembelian.

Kata kunci: *E commerce*, *E service quality*, Keputusan pembelian, Promosi penjualan, *Word of mouth*