

Analysis Purchase Decisions on Online Shop Shopee

By

Safira Nuriah

Abstract

This research is a quantitative research that aims to determine the influence of sales promotion, website quality, and trust on purchase decision. The population in this study were consumers who doing purchase decision in Shopee. The sample size was taken as many as 75 respondents, with probability sampling technique with a simple random sampling method. Data collection is done through the distribution of questionnaires. The analysis technique used is the method of PLS (Partial Least Square) analysis with SmartPLS 3.2.9 software. The results of this study indicate that (1) the sales promotion has a significant effect on purchasing decisions, (2) the website quality has a significant effect on purchasing decisions, (3) the trust has a significant effect on the purchasing decisions.

Keyword: Sales Promotion, Website Quality, Trust, and Purchase Decisions

Analisis Keputusan Pembelian Pada Toko *Online* Shopee

Oleh

Safira Nuriah

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh promosi penjualan, kualitas *website*, dan kepercayaan terhadap keputusan pembelian. Populasi dalam penelitian ini adalah pengunjung yang melakukan pembelian di Shopee. Ukuran sampel diambil sebanyak 75 orang responden, dengan teknik pengambilan sampel *probability sampling* dengan metode sampel *simple random sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*) dengan *software SmartPLS 3.2.9*. Hasil penelitian ini menunjukkan bahwa (1) Promosi Penjualan berpengaruh signifikan terhadap keputusan pembelian, (2) Kualitas *Website* berpengaruh signifikan terhadap keputusan pembelian, (3) Kepercayaan berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Promosi Penjualan, Kualitas *Website*, Kepercayaan, dan Keputusan Pembelian