

**PENGARUH HARGA, PROMOSI, DAN KUALITAS PELAYANAN
TERHADAP KEPUTUSAN PEMBELIAN
PADA MARKETPLACE SHOPEE**

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INTISARI

Penelitian ini bertujuan untuk mengetahui : (1) Pengaruh harga terhadap keputusan pembelian pada *marketplace* Shopee, (2) Pengaruh promosi terhadap keputusan pembelian pada *marketplace* Shopee, (3) Pengaruh kualitas pelayanan terhadap keputusan pembelian pada *marketplace* Shopee, (4) Pengaruh harga, promosi, dan, kualitas pelayanan berpengaruh secara simultan terhadap keputusan pembelian pada *marketplace* Shopee.

Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini dilakukan di Kecamatan Godean dengan tujuh Kalurahan yaitu Sidoagung, Sidoarum, Sidokarto, Sidoluhur, Sidomoyo, Sidomulyo, dan Sidorejo ,diambil sampel sebanyak 98 responden dengan penentuan jumlah yang dilakukan menggunakan rumus slovin. Teknik sampling yang digunakan adalah teknik *non probability sampling*, yaitu dengan metode purposive sampling. Teknik pengumpulan data menggunakan kuesioner. Dan teknik analisis data pada penelitian ini menggunakan deskripsi data, uji validitas, dan reabilitas, uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa variabel harga berpengaruh secara signifikan terhadap keputusan pembelian pada *marketplace* Shopee, variabel promosi berpengaruh secara signifikan terhadap keputusan pembelian pada *marketplace* Shopee, dan variabel kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian pada *marketplace* Shopee. Berdasarkan uji secara simultan variabel harga, promosi, dan kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian pada *marketplace* Shopee.

Kata Kunci : Harga, Promosi, Kualitas Pelayanan, Keputusan Pembelian

**THE INFLUENCE OF PRICE, PROMOTION AND QUALITY OF
SERVICE ON PURCHASE DECISIONS
AT THE MARKETPLACE SHOPEE**

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ABSTRACT

This study aims to determine: (1) The effect of price on purchasing decisions on the Shopee marketplace, (2) The influence of promotions on purchasing decisions on the Shopee marketplace, (3) The influence of service quality on purchasing decisions on the Shopee marketplace, (4) The effect of price, promotion , and, the quality of service simultaneously influences purchasing decisions on the Shopee marketplace.

This research is a quantitative research. The population in this study was conducted in Godean District with seven Kalurahan namely Sidoagung, Sidoarum, Sidokarto, Sidoluhur, Sidomoyo, Sidomulyo, and Sidorejo and a sample of 98 respondents was taken with the determination of the number using the slovin formula. The sampling technique used is a non-probability sampling technique, namely the purposive sampling method. Data collection techniques using a questionnaire. And the data analysis techniques in this study used data descriptions, validity and reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing.

The results of this study indicate that the price variable has a significant effect on purchasing decisions on the Shopee marketplace, the promotion variable has a significant effect on purchasing decisions on the Shopee marketplace, and the service quality variable has a significant effect on purchasing decisions on the Shopee marketplace. Based on the simultaneous test of price, promotion, and service quality variables have a significant effect on purchasing decisions on the Shopee marketplace.

Keywords: Price, Promotion, Service Quality, Purchase Decision