

ABSTRAK

PENGARUH *SOCIAL INFLUENCE*, *E- WORD OF MOUTH*, DAN *LIFESTYLE* TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE PADA MAHASISWA FKIP UNIVERSITAS LAMPUNG

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Era digital yang ditandai dengan adanya pemanfaatan media internet pada bisnis melalui berbagai saluran seperti perdagangan elektronik (*e-commerce*) menciptakan hal baru dalam perilaku konsumen khususnya pada mahasiswa. Tujuan penelitian ini adalah untuk mengetahui pengaruh *social influence*, *e- word of mouth*, dan *lifestyle* terhadap keputusan pembelian di Shopee pada mahasiswa FKIP Universitas Lampung. Penelitian ini menggunakan metode deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Data dikumpulkan dengan menggunakan teknik observasi dan kuisioner *online*. Teknik sampling pada penelitian ini menggunakan *purposive sampling* dengan jumlah sampel sebanyak 91 mahasiswa yang pernah melakukan pembelian di Shopee. Pengujian hipotesis dilakukan dengan uji t dan F. Hasil analisis menunjukkan bahwa ada pengaruh signifikan *social influence*, *e- word of mouth*, dan *lifestyle* terhadap keputusan pembelian pada mahasiswa FKIP Universitas Lampung sebesar 53,7%. Singkatnya, hipotesis yang diajukan pada penelitian ini diterima. Kesimpulannya, dapat dikatakan bahwa *social influence*, *e- word of mouth*, dan *lifestyle* dapat memengaruhi keputusan pembelian di Shopee.

Kata Kunci : *social influence*, *e-word of mouth*, *lifestyle*, *keputusan pembelian*

ABSTRACT

THE EFFECT OF SOCIAL INFLUENCE, E- WORD OF MOUTH, AND LIFESTYLE ON PURCHASE DECISION AT SHOPEE ON FKIP STUDENTS OF LAMPUNG UNIVERSITY

By

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The digital age which is signed by the use of internet media on business through various channels such as electronic commerce (e-commerce) creates a new thing of consumer behavior particularly on students. The aims of this study were to find out the effect of social influence, e- word of mouth, and lifestyle on purchase decision at Shopee on FKIP students of Lampung University. This research used a verificative description method with an ex post facto and survey. The data were collected using observation and online questionnaire technique. The sampling technique of this research used a purposive sampling with total of the samples were of 91 students who had been purchasing at Shopee. The hypothesis testing used a t test and F test. The analysis result showed that there was a significant effect of social influence, e- word of mouth and lifestyle on purchase decision at Shopee on FKIP students of Lampung University is 53,7%. Briefly, the hypothesis proposed in this research was accepted. In conclusion, it can be stated that social influence, e- word of mouth and lifestyle can be influenced purchase decision at Shopee.

Key Words : *social influence, e-word of mouth, lifestyle, purchase decision*