

ABSTRAK

PENGARUH GRATIS ONGKOS KIRIM, DISKON, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PADA *EVENT* TANGGAL KEMBAR (STUDI PADA KOMUNITAS BELANJA *ONLINE* SHOPEE DI BANDAR LAMPUNG)

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Perkembangan teknologi digital telah memberikan dampak signifikan dalam dunia perdagangan dengan menghadirkan kemudahan transaksi secara *online* melalui *platform e-commerce*. Shopee hadir sebagai *platform e-commerce* yang menyediakan fitur gratis ongkos kirim, diskon, dan *online customer review* yang dapat mempengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh gratis ongkos kirim, diskon, dan *online customer review* terhadap keputusan pembelian pada *event* tanggal kembar di *platform* Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *explanatory*. Populasi pada penelitian ini adalah konsumen yang sudah pernah membeli produk pada *platform* Shopee dan tergabung dalam komunitas belanja *online* di Bandar Lampung. Pengambilan sampel menggunakan teknik sampel *non probability sampling* dengan metode *purposive sampling* sebanyak 100 responden. Data dikumpulkan dengan cara menyebarkan kuisioner secara *online* lalu dianalisis dengan statistik deskriptif, regresi linear berganda, uji asumsi klasik, dan uji hipotesis serta menggunakan fitur-fitur yang tersedia dalam program SPSS 26. Hasil penelitian ini menunjukkan variabel gratis ongkos kirim, diskon, dan *online customer review* secara parsial memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada *event* tanggal kembar di *platform* Shopee. Selanjutnya, variabel gratis ongkos kirim, diskon, dan *online customer review* secara simultan berpengaruh positif terhadap keputusan pembelian pada *event* tanggal kembar di *platform* Shopee.

Kata Kunci: Gratis Ongkos Kirim, Diskon, Dan *Online Customer Review*, Keputusan Pembelian, *Event* Tanggal Kembar, Shopee.

ABSTRACT

THE INFLUENCE OF FREE SHIPPING, DISCOUNTS, AND ONLINE CUSTOMER REVIEWS ON PURCHASING DECISIONS AT THE TWIN DATE EVENT (STUDY ON THE SHOPEE ONLINE SHOPPING COMMUNITY IN BANDAR LAMPUNG)

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The development of digital technology has had a significant impact in the world of commerce by providing easy online transactions through e-commerce platforms. Shopee is present as an e-commerce platform that provides free shipping features, discounts, and online customer reviews which can influence consumer purchasing decisions. This research aims to determine the influence of free shipping, discounts, and online customer reviews on purchasing decisions at the twin date event on the Shopee platform. This research uses a quantitative approach with an explanatory research type. The population in this research are consumers who have purchased products on the Shopee platform and are members of the online shopping community in Bandar Lampung. Sampling used a non-probability sampling technique with a purposive sampling method of 100 respondents. Data was collected by distributing questionnaires online and then analyzed using descriptive statistics, multiple linear regression, classical assumption testing, and hypothesis testing and using the features available in the SPSS 26 program. The results of this research show that the variables free shipping, discounts, and online customer reviews partially have a positive and significant influence on purchasing decisions at the twin date event on the Shopee platform. Furthermore, the variables free shipping, discounts, and online customer reviews simultaneously have a positive influence on purchasing decisions at the twin date event on the Shopee platform.

Keywords: Free Shipping, Discounts, and Online Customer Reviews, Purchase Decisions, Twin Date Events, Shopee.