

## ABSTRAK

### PENGARUH *TAGLINE* GRATIS ONGKIR, PERSEPSI HARGA, DAN PROMOSI *FLASH SALE* TERHADAP KEPUTUSAN PEMBELIA *ONLINE E-COMMERCE SHOPEE* PADA MASYARAKAT DI KECAMATAN METRO PUSAT

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Pesatnya perkembangan ilmu pengetahuan dan ilmu teknologi memberikan banyak kemudahan dalam berbagai hal termasuk dunia bisnis. Namun, kemudahan tersebut menyebabkan perubahan perilaku konsumen terhadap keputusan pembelian *online*. Adanya *tagline* gratis ongkir, persepsi harga, dan promosi *flash sale* menjadi penyebab munculnya sifat konsumtif dalam masyarakat di Kecamatan Metro Pusat.

Penelitian ini bertujuan untuk mengetahui pengaruh *tagline* gratis ongkir, persepsi harga, dan promosi *flash sale* terhadap keputusan pembelian *online e-commerce* shopee pada masyarakat di Kecamatan Metro Pusat.

Penelitian ini menggunakan metode penelitian deskriptif verifikatif dengan pendekatan *survey* dan *ex post facto*. Populasi dalam penelitian ini berjumlah 56.682 masyarakat di Kecamatan Metro Pusat. Teknik pengambilan sampel pada penelitian ini adalah *non probability sampling* dengan menggunakan *purposive sampling* yang berjumlah 100 masyarakat di Kecamatan Metro Pusat berdasarkan perhitungan dengan rumus *slovin*. Teknik pengambilan data menggunakan angket dan dokumentasi. Pengujian hipotesis secara parsial dilakukan dengan melalui uji t dan pengujian secara simultan dilakukan melalui uji F.

Hasil penelitian menunjukkan bahwa terdapat pengaruh baik secara simultan atau parsial antara *tagline* gratis ongkir, persepsi harga, dan promosi *flash sale* terhadap keputusan pembelian *online e-commerce* shopee pada masyarakat di Kecamatan Metro Pusat.

**Kata Kunci:** *E-commerce* Shopee, Pembelian *Online*, Persepsi Harga, Promosi *Flash Sale*, *Tagline* Gratis Ongkir

## **ABSTRACT**

### **THE EFFECT OF FREE SHIPPING TAGLINES, PRICE PERCEPTIONS AND FLASH SALE PROMOTIONS ON ONLINE PURCHASING DECISIONS AT THE SHOPEE E-COMMERCE PLATFORM AMONG THE COMMUNITY IN THE CENTRAL METRO DISTRICT**

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The rapid development of science and technology has made many things easier, including in the world of business. However, these conveniences have caused changes in consumer behavior towards online purchasing decisions. The existence of free shipping taglines, price perceptions, and flash sale promotions have caused consumptive behavior to emerge in the community in Metro Pusat District. This study aims to determine the influence of free shipping taglines, price perceptions, and flash sale promotions on online purchasing decisions on the Shopee e-commerce platform among the community in Metro Pusat District. This study uses a descriptive-verification research method with a survey and ex post facto approach. The population in this study consists of 56,682 people in Metro Pusat District. The sampling technique used in this study is non-probability sampling using purposive sampling, which consists of 100 people in Metro Pusat District based on calculations using the Slovin formula. Data collection techniques use questionnaires and documentation. Hypothesis testing was conducted partially through the t-test and simultaneously through the F-test. The results of the study indicate that there is a simultaneous or partial influence between the free shipping tagline, price perception, and flash sale promotions on the decision to purchase online e-commerce Shopee among the community in Metro Pusat District.

**Keywords:** Flash Sale Promotion, Free Shipping Tagline, Online Purchasing, Price Perception, Shopee E-commerce