

ABSTRAK

Penelitian ini bertujuan untuk menguji apakah harga, keragaman produk, kualitas pelayanan dan promosi berpengaruh terhadap keputusan pembelian pada *marketplace* Shopee di Masa Pandemi Covid-19 di tahun 2019-2020. Dalam penelitian ini jenis penelitiannya menggunakan penelitian kuantitatif. Dengan populasi penelitian adalah masyarakat Desa Wadung Asri Kecamatan Waru Sidoarjo yang pernah melakukan pembelian online di *marketplace* Shopee. Teknik penelitiannya dilakukan menggunakan kuisioner, dengan skala pengukuran *Skala Likert*. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* dengan responden sebanyak 98 orang. Selanjutnya, metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan alat uji statistik SPSS versi 2.0.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa variabel harga berpengaruh positif dan tidak signifikan terhadap keputusan pembelian di *marketplace* Shopee di Masa Pandemi Covid-19 di tahun 2019-2020. Sedangkan variabel keragaman produk, kualitas pelayanan dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* Shopee di Masa Pandemi Covid-19 di tahun 2019-2020.

Kata kunci : Harga, Keragaman Produk, Kualitas Pelayanan, Promosi, Keputusan Pembelian

ABSTRACT

This research aimed to examine whether variable price, product variety, service quality, and promotion affected the buying decision variable of Shopee marketplace in pandemic covid-19 during 2019-2020. While the research was quantitative. Moreover, the population was villagers of Wadung Asri, Kecamatan Waru, Sidoarjo who had online buying at Shopee marketplace. Furthermore, the instrument in the data collection technique used questionnaires with a Likert scale. Additionally, the data collection technique used the purposive sampling technique. In line with, there were 98 respondents of customers as the sample. Besides, the data analysis technique used multiple linear regression analysis with SPSS 2.0.

The research result concluded that price had a positive but insignificant effect on the buying decisions variable. On the other hand, product variety, service quality, and promotion had a positive and significant effect on the buying decisions variable of Shopee marketplace in pandemic covid-19 during 2019-2020.

Keywords : price, product variety, service quality, promotion, buying decision