

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh harga, promosi, dan kualitas pelayanan terhadap keputusan pembelian di *e-commerce* Shopee. Jenis Penelitian ini adalah penelitian kuantitatif dengan menggunakan metode kausal komparatif. Sumber data yang digunakan adalah data primer (kuisisioner). Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling* dan *accidental sampling*. Sampel yang digunakan dalam penelitian ini berjumlah 114. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa harga berpengaruh positif signifikan terhadap keputusan pembelian di *e-commerce* Shopee, promosi berpengaruh positif dan signifikan terhadap keputusan pembelian di *e-commerce* Shopee, dan kualitas layanan berpengaruh positif dan tidak signifikan terhadap keputusan pembelian di *e-commerce* Shopee.

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



ABSTRACT

This research aimed to examine the effect of price, promotion, and service quality on customers' buying decisions at Shopee e-commerce. Moreover, the research was quantitative research with comparative-causal as its method. Furthermore, the data sources were primary, in the form of questionnaires. The questionnaires were given to the respondents. Additionally, the data collection technique used purposive sampling and accidental sampling as its research sampling technique. In line with that, there were 114 samples of respondents based on criteria given. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26.

The research result concluded that price had a positive and significant effect on customers' buying decisions at Shopee e-commerce. Likewise, promotion had a positive and significant effect on customers' buying decisions at Shopee e-commerce. On the other hand, service quality had a positive but insignificant effect on customers' buying decisions at Shopee e-commerce.

Keywords: price, promotion, service quality, buying decisions, shopee

