

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung promosi terhadap keputusan pembelian, kemudahan akses terhadap keputusan pembelian, promosi terhadap minat beli, kemudahan akses terhadap minat beli dan minat beli terhadap keputusan pembelian. Selain itu, penelitian ini juga bertujuan untuk mengetahui pengaruh tidak langsung promosi terhadap keputusan pembelian melalui minat beli sebagai variabel *intervening* dan kemudahan akses terhadap keputusan pembelian *e-commerce* Shopee melalui minat beli sebagai variabel *intervening*.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi pada penelitian ini adalah mahasiswa Program Studi S1 Manajemen STIESIA Surabaya Angkatan Tahun 2018 yang berjumlah 265 mahasiswa. Jumlah sampel yang dihitung menggunakan rumus Slovin didapatkan sebanyak 160 responden. Teknik pengambilan sampel menggunakan metode *nonprobability sampling* yang merupakan teknik pengambilan anggota sampel dari populasi yang dilakukan secara tidak acak. Pengumpulan data digunakan melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah PLS (*Partial Least Square*) dengan menggunakan instrumen pendukung yaitu *software SmartPLS 3.0*.

Hasil penelitian pengaruh langsung menunjukkan bahwasannya promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, kemudahan akses berpengaruh positif dan signifikan terhadap keputusan pembelian, promosi berpengaruh positif dan signifikan terhadap minat beli, kemudahan akses berpengaruh positif dan signifikan terhadap minat beli serta minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan, hasil penelitian pengaruh tidak langsung menunjukkan bahwasannya minat beli sebagai variabel *intervening* mampu memediasi pengaruh promosi terhadap keputusan pembelian secara positif dan signifikan serta minat beli sebagai variabel *intervening* mampu memediasi pengaruh kemudahan akses terhadap keputusan pembelian secara positif dan signifikan.

Kata Kunci : promosi, kemudahan akses, minat beli, keputusan pembelian.

ABSTRACT

This research aimed to find out the direct effect of promotion on buying decision, ease of access on buying decision, promotion on buying interest, ease of access on buying interest, and buying interest on buying decision. Besides, the research aimed to find out the indirect effect of promotion on buying decision through buying interest as intervening variable, and ease of access on buying decision of Shopee E-commerce through buying interest as intervening variable.

The research was quantitative. The population was students of SI Management of STIESIA Surabaya 2018 which consisted of 265 people. Moreover, with Slovin formula and non-probability sampling technique as the data collection technique which was taken randomly, there were 160 respondents as the sample. Furthermore, the instrument in the data collection technique used a questionnaire. Additionally, the data analysis technique used PLS (Partial Least Square) with Smart PLS 3.0.

The research result, based on direct effect, concluded that promotion as well as ease of access had a positive and significant effect on buying decisions. While, both promotion and ease of access had a positive and significant effect on buying interest. Meanwhile, buying interest had a positive and significant effect on buying decisions. In addition, on indirect effect, it concluded that buying interest as an intervening variable could mediate the positive and significant effect of promotion on buying interest. Also, buying interest as an intervening variable could mediate the positive and significant effect of ease of access on buying decisions.

Keywords: *Promotion, Ease of Access, Buying Interest, Buying Decisions*