

## ABSTRAK

Skripsi yang berjudul “Pengaruh Promosi, Orientasi Belanja dan Minat Beli Terhadap Keputusan Pembelian Online di *Marketplace* Shopee” merupakan hasil penelitian kuantitatif yang bertujuan untuk menjawab pertanyaan tentang pengaruh promosi, orientasi belanja dan minat beli terhadap keputusan pembelian online di *marketplace* shopee. Metodologi penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan metode survei. Teknik pengambilan sampel menggunakan simple random sampling dengan jumlah 87 responden. Teknik pengumpulan data menggunakan kuesioner yang diolah menggunakan SPSS versi 21. Analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa promosi, berpengaruh secara parsial terhadap keputusan pembelian online di *marketplace* shopee, hal ini dibuktikan dengan  $t$  hitung 2,879  $>$   $t$  tabel 1,988 dan nilai signifikansi sebesar  $0,005 < 0,05$  bertanda positif yang artinya bahwa variabel promosi berpengaruh signifikan terhadap keputusan pembelian. Orientasi belanja berpengaruh secara parsial terhadap keputusan pembelian online di *marketplace* shopee, hal tersebut dibuktikan dengan nilai  $t$  hitung 3,098  $>$   $t$  tabel 1,988 dan nilai signifikansi sebesar  $0,003 < 0,05$  bertanda positif yang artinya bahwa variabel orientasi belanja berpengaruh signifikan terhadap keputusan pembelian. Minat Beli berpengaruh secara parsial terhadap keputusan pembelian online di *marketplace* shopee, hal tersebut dibuktikan dengan nilai  $t$  hitung 7,221  $>$   $t$  tabel 1,988 dan nilai signifikansi sebesar  $0,000 < 0,05$  bertanda positif yang artinya bahwa variabel Minat Beli berpengaruh signifikan terhadap keputusan pembelian. Sedangkan, berdasarkan hasil perhitungan statistik uji simultan, maka dapat disimpulkan bahwa promosi, orientasi belanja dan minat beli berpengaruh secara simultan terhadap keputusan online di *marketplace* shopee, hal tersebut dibuktikan dengan nilai  $F$  hitung sebesar 37,402 dan nilai signifikansi sebesar 0,000 serta koefisien determinasi yakni 0,575 yang artinya perubahan keputusan pembelian mampu diterangkan oleh perubahan variabel promosi ( $X_1$ ), orientasi belanja ( $X_2$ ) dan minat beli ( $X_3$ ) secara bersama-sama sebesar 57,5%.

**Kata Kunci : Promosi, Orientasi Belanja, Minat Beli, Keputusan Pembelian**

## ABSTRACT

This thesis titled "Influence of Promotion, Shopping Orientation and Interests Buy Buying Decision Against Shopee Online Marketplace" is the result of quantitative research that aims to answer questions about the effect of the promotion, the orientation of the shopping and buying interest towards online purchasing decisions in the marketplace shopee. The research methodology used is quantitative research with survey method. The sampling technique using simple random sampling with 87responden. Data collection techniques using questionnaires are processed using SPSS version 21. Data were analyzed using multiple linear regression. The results showed that the promotion of partial effect on purchasing decisions online in the marketplace shopee, this is evidenced by 2,879  $t > t$  Table 1, 988 and a significance value of 0.005  $< 0.05$  is positive, which means that the promotion variables significantly influence purchasing decisions. Orientation partial effect on purchasing decisions online in the marketplace shopee, it is evidenced by the  $t$  value 3.098  $> t$  tabel1,988 and significance value of 0.003  $< 0.05$  is positive, which means that shopping orientation variables significantly influence the purchase decision. Interests Buy partial effect on purchasing decisions online in the marketplace shopee, it is evidenced by the  $t$  value 7.221  $> t$  tabel1,988 and the significant value of 0.000  $< 0.05$  is positive, which means that the variable interest Buy significantly influence purchasing decisions. While, Based on the results of simultaneous test statistical calculations, it can be concluded that promotion, spending and spending spend simultaneously on decisions online at the shopee marketplace, this is evidenced by the  $F$  count value of 37.402 and a significance value of 0,000 and a coefficient of determination of 0.575 purchases successfully continued by change in promotion variable ( $X_1$ ), purchase as desired ( $X_2$ ) and purchase purchase ( $X_3$ ) together at 57.5%

**Keywords: Promotion, Shopping Orientation, Interests Buy, Purchase Decision**