

ANALISIS DISKON, GRATIS ONGKOS KIRIM DAN KERAGAMAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA MARKETPLACE SHOPEE

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ABSTRAK

Objek pada studi ini ialah masyarakat sekitaran Jl.bunga kemuning No.1 LK-II Medan Kecamatan Medan Tuntungan yang melakukan Marketplace Shopee. Penelitian bertujuan guna menelaah dampak yang diperoleh Keputusan Pembelian di *Market Place Shopee* oleh Keragaman Produk, Gratis Ongkos, dan Discount secara simultan dan parsial. Kuantitatif merupakan jenis pendekatan yang digunakan peneliti. Sedangkan, asosiatif merupakan upaya menganalisis data dalam studi ini. Temuan studi menjelaskan bahwa Keputusan Pembelian di *Market Place Shopee* memperoleh pengaruh oleh Discount yang didukung dengan temuan H_a diterima dan H_o ditolak dengan adanya nilai sig. $0,003 < 0,05$ berdasarkan $t_{tabel} (1,993) < t_{hitung} (3,085)$. Sedangkan, Keputusan Pembelian di *Market Place Shopee* memperoleh pengaruh positif signifikan oleh Gratis Ongkos Kirim karena H_a diterima dan H_o ditolak dengan adanya nilai sig. $0,000 < 0,05$ berdasarkan $t_{tabel} (1,993) < t_{hitung} (7,139)$. Di lain pihak, Keputusan Pembelian di *Market Place Shopee* memperoleh pengaruh positif signifikan oleh Keragaman Produk menurut H_a diterima dan H_o ditolak dengan adanya nilai sig. $0,001 < 0,05$ berdasarkan $t_{tabel} (1,993) < t_{hitung} (3,578)$.). Peneliti juga menemukan bahwa Keputusan Pembelian di *Market Place Shopee* memperoleh pengaruh oleh Keragaman Produk, Gratis Ongkos, dan Discount secara simultan. Sedangkan, terdapat H_a diterima dan H_o ditolak dengan sig. < 0.05 dalam $F_{tabel} (2,73) < F_{hitung} (109,178)$. Selanjutnya, terdapat Keputusan Pembelian dapat dideskripsikan melalui Keragaman Produk, Gratis Ongkos Kirim, dan Diskon sebanyak 81.2% atau 0.812 dari nilai *Adjusted R Square*. Sedangkan, terdapat variabel lain seperti kualitas layanan, harga, dan promosi sebagai aspek yang tidak diteliti sebesar 18.8% yang dapat menjelaskan Keputusan Pembelian.

Katai Kunci : Keputusan Pembelian, Keragaman Produk, Gratis Ongkos Kirim, Diskon

ANALYSIS OF DISCOUNTS, FREE SHIPPING AND PRODUCT DIVERSITY TO PRODUCT PURCHASE DECISIONS AT THE MARKETPLACE SHOPEE

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ABSTRACT

This research utilized the community around Jl. Bunga kemuning No.1 LK-II Medan, Medan Tuntungan District, who conducts Shopee Marketplace as the research sample. This study aims to examine the impact obtained by Purchase Decisions at Shopee Market Place by Product Diversity, Free Shipping, and Discount simultaneously and partially. Quantitative is the type of approach used by researchers. Meanwhile, associative is an attempt to examine the data of the research. The study findings explain that the Purchase Decision at Shopee Market Place is influenced by Discount which is supported by the finding that H_a is accepted and H_o is rejected by the presence of a sig value. $0.003 < 0.05$ based on $t_{table} (1.993) < t_{count} (3.085)$. Meanwhile, the Purchase Decision at Shopee Market Place has a significant positive influence by Free Shipping because there is rejection of H_o and there is acceptance of H_a with a sig value. $0.000 < 0.05$ based on $t_{table} (1.993) < t_{count} (7.139)$. On the other hand, the Purchase Decision at Shopee Market Place has a significant positive influence by Product Diversity according to H_a accepted and H_o rejected by the sig value. $0.001 < 0.05$ based on $t_{table} (1.993) < t_{count} (3,578)$.). The researcher also finds that the Purchase Decision at Shopee Market Place is influenced by Product Diversity, Free Shipping, and Discount simultaneously. Meanwhile, there is rejection of H_o and there is acceptance of H_a with sig. < 0.05 in $F_{table} (2.73) < F_{count} (109.178)$. Furthermore, there are Purchase Decisions that can be explained by Product Diversity, Free Shipping, and Discounts of 81.2% or 0.812 of the Adjusted R Square value. Meanwhile, there are other variables such as service quality, price, and promotion as aspects that are not examined by 18.8% which can explain Purchase Decisions.

Keywords: Discounts, Free Shipping, Product Diversity and Purchase Decision