

**ANALISIS FAKTOR - FAKTOR YANG BERPENGARUH TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN *E-COMMERCE*
TOKOPEDIA PADA MAHASISWA FAKULTAS
SAINS DAN TEKNOLOGI UNIVERSITAS
PRIMA INDONESIA**

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ABSTRAK

Analisis Faktor - Faktor yang Berpengaruh Terhadap Keputusan Pembelian Konsumen *E-Commerce* Tokopedia Pada Mahasiswa Fakultas Sains dan Teknologi Universitas Prima Indonesia. Fakultas Ekonomi Universitas Prima Indonesia. Skripsi.

Penelitian ini bertujuan untuk mengetahui pengaruh promosi terhadap keputusan pembelian *e-commerce* Tokopedia, mengetahui pengaruh kualitas pelayanan terhadap keputusan pembelian *e-commerce* Tokopedia, mengetahui pengaruh ulasan konsumen terhadap keputusan pembelian *e-commerce* Tokopedia, serta mengetahui pengaruh promosi, kualitas pelayanan dan ulasan konsumen terhadap keputusan pembelian *e-commerce* Tokopedia pada mahasiswa Fakultas Sains dan Teknologi Universitas Prima Indonesia. Jenis penelitian ini menggunakan metode kuantitatif deskriptif. Populasi pada penelitian ini berjumlah 788 orang dengan sampel 89 responden. Analisis data yang digunakan dalam penelitian ini adalah Uji instrumen, Uji Asumsi Klasik, Analisis Regresi Linear Berganda, Uji Hipotesis, dan Uji Koefisien Determinasi (R^2). Hasil dari penelitian ini adalah promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian, ulasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian, serta promosi, kualitas pelayanan dan ulasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian *e-commerce* Tokopedia pada mahasiswa Fakultas Sains dan Teknologi Universitas Prima Indonesia.

Kata Kunci: Promosi, Kualitas Pelayanan, Ulasan Konsumen, Keputusan Pembelian

***ANALYSIS OF FACTORS THAT INFLUENCING CUSTOMER PURCHASE
DECISION ON E-COMMERCE TOKOPEDIA IN STUDENTS OF SCIENCE
AND TECHNOLOGY FACULTY PRIMA INDONESIA UNIVERSITY***

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ABSTRACT

Analysis Of Factors That Influencing Customer Purchase Decision On E-Commerce Tokopedia in Students of Science and Technology Faculty Prima Indonesia University. Faculty of Economics. Prima Indonesia University. Thesis.

This study aims to determine the effect of promotion on e-commerce Tokopedia purchase decision, determine the effect of service quality on e-commerce Tokopedia purchase decision, determine the effect of customer review on e-commerce Tokopedia purchase decision, and determine the effect of promotion, service quality, and customer review on e-commerce Tokopedia purchase decision. This type of research uses descriptive quantitative methods. The population in this study amounted 788 people with a sample of 89 respondents. The data analysis used in this study is Instrument Test, Classical Assumption Test, Multiple Linear Regresion Analysis, Hypotesis Test, and Coefficient of Determination Test (R^2). The results of this study are promotion has a positive and significant effect on purchase decision, service quality has a positive and significant effect on purchase decision, customer review has a positive and significant effect on purchase decision, and promotion, service quality and customer review has a positive and significant effect on purchase decision on e-commerce Tokopedia in students of Science and Technology Faculty Prima Indonesia University.

Keyword: Promotion, Service Quality, Customer Review, Purchase Decision