

## **Pengaruh Pengalaman Belanja Online, Riview Konsumen,dan Faktor Sosial Terhadap Keputusan Pembelian Mahasiswa Psikologi Di Shopee**

Julianus Barus,Kristi Endah Ndilosa Ginting,S,E.,M.M., Mella Yunita,S.E.,M.Si.

PUI Human Resouree Management Research and Innovation centre,Universitas Prima Indonesia , Universitas Tjut nyak Dhien

Corresponding Author :

Kristi Endah Ndilosa Ginting ,S.E.,M.M.

Email : [kristiendahndilosaginting@unprimdn.ac,i](mailto:kristiendahndilosaginting@unprimdn.ac,i)

### **ABSTRAK**

Penelitian Shopee ini melibatkan mahasiswa dari Fakultas Psikologi Universitas Prima Indonesia. Studi ini bertujuan untuk mengetahui bagaimana mahasiswa psikologi menggunakan Shopee dan peran pengaruh sosial, pengalaman belanja online, dan ulasan pelanggan dalam keputusan pembelian mereka. Metode kuantitatif digunakan. Seratus tiga puluh lima mahasiswa S1 dari Fakultas Psikologi Universitas Prima Indonesia merupakan populasi penelitian, dengan seratus sepuluh orang sebagai sampel. Menurut temuan penelitian, uji t parsial menunjukkan bahwa (1) pengalaman belanja online (X1) tidak secara signifikan mempengaruhi keputusan pembelian (Y). Hal ini dibuktikan dengan nilai t hitung sebesar  $-1,915 < t \text{ tabel } 2,035$  dan nilai signifikansi  $0,057 > 0,05$ . (2) Uji t parsial menunjukkan bahwa ulasan konsumen (X2) secara signifikan mempengaruhi keputusan pembelian (Y). Tingkat signifikansi  $0,008 > 0,05$  dan nilai t hitung sebesar  $2,675 > t \text{ tabel } 2,035$  menunjukkan hal ini. (3) Faktor Sosial (X3) terbukti memiliki dampak yang signifikan terhadap Keputusan Pembelian (Y) dalam uji t parsial. Nilai t sebesar  $2,566$ , yang lebih besar dari nilai t tabel sebesar  $2,035$ , membuktikan hal ini. (4) Uji F menunjukkan bahwa Y dipengaruhi oleh pengalaman pembelian online (X1), ulasan pelanggan (X2), dan variabel sosial (X3) secara bersamaan. Alasannya termasuk tingkat signifikansi  $0,009 > 0,05$  dan nilai F sebesar  $4,889 > F \text{ tabel}$ .

**Kata Kunci : Pengalaman Belanja Online, Review Konsumen, Faktor Sosial dan Keputusan Pembelian**

## ABSTRACT

This Shopee research included students from Prima Indonesia University's Faculty of Psychology. This study sets out to discover how psychological students use Shopee and what role social influences, online shopping experiences, and customer reviews play in their purchasing decisions. Quantitative methods were employed. One hundred and thirty-five undergraduates from Prima Indonesia University's Faculty of Psychology made up the study population, with one hundred and ten serving as the sample. According to the study's findings, a partial t-test indicated that (1) online shopping experience (X1) did not significantly affect purchase decisions (Y). This is proven by the calculated t value of  $-1.915 < t_{table} 2.035$  and a significance value of  $0.057 > 0.05$ . (2) The t-test partially demonstrated that consumer reviews (X2) significantly influenced purchasing decisions (Y). A significant level of  $0.008 > 0.05$  and a calculated t-value of  $2.675 > t_{table} 2.035$  show this. (3) Social Factors (X3) were determined to have a substantial impact on Purchasing Decisions (Y) in a partial t-test. The t-value of 2.566, which is greater than the t-table value of 2.035, proves this. (4) The F-test showed that Y is affected by online buying experience (X1), customer reviews (X2), and social variables (X3) all at the same time. Reasons for this include a significance level of  $0.009 > 0.05$  and an F-value of  $4.889 > F_{table}$ .

**Keywords: Online Shopping Experience, Consumer Reviews, Social Factors and Purchase Decision**