

ABSTRAKSI

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PENGARUH GRATIS ONGKOS KIRIM DAN DISKON TERHADAP MINAT BELI BARANG ONLINE DI SHOPEE PADA MAHASISWA STIE PPI JURUSAN MANAJEMEN TAHUN AKADEMIK 2019/2020.

Skripsi: Program Studi Manajemen 2023

Kata kunci: Gratis Ongkos Kirim, Diskon, Minat Beli

(xiv + 115 + Lampiran)

Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh Gratis Ongkos Kirim dan Diskon Terhadap Minat Beli Barang Online di Shopee. Sampel dalam penelitian ini merupakan bagian dari populasi atau keseluruhan Mahasiswa STIE PPI Jurusan Manajemen Tahun Akademik 2019/2020 yang menggunakan Shopee. Sampel yang digunakan sebanyak 65 responden. Pada penelitian ini analisis data menggunakan bantuan program Statistical Package for Social Sciences (SPSS) versi 25. Adapun teknik pengujian data yang dilakukan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji normalitas, uji analisis korelasi parsial, koefisien determinasi, uji analisis regresi berganda, dan uji hipotesis (uji T dan uji F). Dari hasil uji T untuk variabel Gratis Ongkos Kirim (X1) diperoleh $t_{hitung} = 3,159 > t_{tabel} = 1,669$ dan nilai signifikan (p) = $0,002 < 0,05$ maka terdapat pengaruh signifikan dari Gratis Ongkos Kirim (X1) terhadap minat beli (Y), sedangkan untuk variabel diskon (X2) di peroleh $t_{hitung} = 5,938 > t_{tabel} = 1,699$ dan nilai signifikan (p) = $0,000 < 0,05$ maka terdapat pengaruh signifikan dari Diskon (X2) terhadap Minat Beli (Y). Adapun uji F untuk variabel Gratis Ongkos Kirim (X1) dan Diskon (X2) diperoleh $F_{hitung} = 47,987 > F_{tabel} = 3,15$ dan nilai signifikan (p) = $0,000 < 0,05$ maka dapat disimpulkan bahwa Gratis Ongkos Kirim (X1) dan Diskon (X2) secara simultan berpengaruh terhadap Minat Beli (Y)

ABSTRACTION

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THE EFFECT OF FREE SHIPPING AND DISCOUNTS ON INTEREST IN BUYING GOODS ONLINE AT SHOPEE AT STIE PPI STUDENTS DEPARTMENT OF MANAGEMENT IN THE 2019/2020 ACADEMIC YEAR.

Thesis: Management Study Program 2023

Keywords: Free Shipping, Discount, Interest to Buy

(xiv + 115 + Attachments)

This research was conducted to find out how much influence Free Shipping and Discounts have on Interest in Buying Goods Online at Shopee. The sample in this study is part of the population of the entire STIE PPI Student Management Department for the 2019/2020 Academic Year who uses Shopee. The sample used was 65 respondents. In this study, data analysis used the help of the Statistical Package for Social Sciences (SPSS) version 25. The data testing techniques carried out in this study were the validity test, reliability test, normality test, partial correlation analysis test, coefficient of determination, and multiple regression analysis tests. , and hypothesis testing (T-test and F-test). From the results of the T-test for the Free Shipping variable (X1) it is obtained $t_{count} = 3.159 > t_{table} = 1,669$ and a significant value $(p) = 0.002 < 0.05$, so there is a significant effect of Free Shipping (X1) on purchase intention (Y), while for the discount variable (X2) obtained $t_{count} = 5.938 > t_{table} = 1,669$ and a significant value $(p) = 0.000 < 0.05$, so there is a significant effect of Discount (X2) on Purchase Intention (Y). As for the F test for Free Shipping (X1) and Discount (X2) variables obtained $f_{count} = 47.987 > f_{table} = 3.15$ and significant value $(p) = 0.000 < 0.05$, it can be concluded that Free Shipping (X1) and Discounts (X2) are significantly simultaneous effect on Buying Interest (Y)