

ABSTRAK

Skripsi dengan judul “Pengaruh Penggunaan Metode Pembayaran ShopeePay, Shopee PayLater, dan *Cash On Delivery* (COD) Terhadap Keputusan Pembelian di *Marketplace* Shopee (Studi Kasus Mahasiswa Program Studi Ekonomi Syariah UIN SATU Tulungagung)” ini ditulis oleh Shinta Surya Ningtyas, NIM. 124021393018, Pembimbing Dr. Sutopo, M.Pd.

Penelitian ini dilatarbelakangi oleh semakin maraknya sistem jual beli yang dilakukan secara online berbasis internet dengan berbagai kemudahan yang didapat ketika melakukan transaksi. Salah satu sarana jual beli online yang sedang banyak diminati adalah *marketplace* Shopee. Dengan berbagai fitur yang disediakan oleh Shopee tentunya semakin mendukung *marketplace* tersebut untuk semakin digemari dan dipilih oleh konsumen untuk melakukan belanja online, salah satunya adalah Shopee menyediakan berbagai metode pembayaran yakni ShopeePay, Shopee PayLater, dan *Cash on Delivery* (COD).

Tujuan penelitian ini adalah, (1) untuk mengetahui pengaruh penggunaan metode pembayaran ShopeePay terhadap keputusan pembelian di *marketplace* Shopee mahasiswa Program Studi Ekonomi Syariah UIN SATU Tulungagung, (2) untuk mengetahui pengaruh penggunaan metode pembayaran Shopee PayLater terhadap keputusan pembelian di *marketplace* Shopee mahasiswa Program Studi Ekonomi Syariah UIN SATU Tulungagung, (3) untuk mengetahui pengaruh penggunaan metode pembayaran *Cash on Delivery* (COD) terhadap keputusan pembelian di *marketplace* Shopee mahasiswa Program Studi Ekonomi Syariah UIN SATU Tulungagung, (4) untuk mengetahui metode pembayaran ShopeePay, Shopee PayLater dan *Cash on Delivery* (COD) secara simultan berpengaruh terhadap keputusan pembelian di *marketplace* Shopee mahasiswa Program Studi Ekonomi Syariah UIN SATU Tulungagung.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Besarnya sampel dihitung menggunakan rumus slovin dan teknik pengumpulan data yang digunakan adalah dengan menyebarkan kuesioner dengan metode simple random sampling, serta teknik analisis data menggunakan analisis statistik yakni uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, dan uji hipotesis.

Hasil penelitian menunjukkan bahwa (1) metode pembayaran ShopeePay berpengaruh terhadap keputusan pembelian di *marketplace* Shopee ($2,005 > 1,992$) (2) metode pembayaran Shopee PayLater tidak berpengaruh terhadap keputusan pembelian di *marketplace* Shopee ($1,770 < 1,992$) (3) metode pembayaran *Cash On Delivery* (COD) berpengaruh terhadap keputusan pembelian di *marketplace* Shopee ($3,487 > 1,992$) (4) metode pembayaran ShopeePay, Shopee PayLater, dan *Cash On Delivery* (COD) secara simultan berpengaruh terhadap keputusan pembelian di *marketplace* Shopee ($31,53 > 2,72$).

Kata Kunci: ShopeePay, Shopee PayLater, *Cash on Delivery* (COD), Keputusan Pembelian

ABSTRACT

This thesis entitled "The Effect of Using the ShopeePay, Shopee PayLater, and Cash On Delivery (COD) Payment Methods on Purchase Decisions at the Shopee Marketplace (Case Study of UIN SATU Tulungagung Islamic Economics Study Program)" was written by Shinta Surya Ningtyas, NIM. 124021393018, Supervisor Dr. Sutopo, M.Pd.

The background of this research is the increasingly widespread buying and selling system carried out online based on the internet with various conveniences obtained when making transactions. One of the online buying and selling facilities that are currently in great demand is the Shopee marketplace. The various features provided by Shopee will further support the marketplace to be increasingly popular and chosen by consumers to shop online, one of which is that Shopee provides various payment methods namely ShopeePay, Shopee PayLater, and Cash on Delivery (COD).

The purposes of this study were (1) to determine the effect of using the ShopeePay payment method on purchasing decisions in the Shopee marketplace for students of the UIN SATU Tulungagung Islamic Economics Study Program, (2) to determine the effect of using the Shopee PayLater payment method for purchasing decisions on the Shopee marketplace for Study Program students Islamic Economics of UIN SATU Tulungagung, (3) to determine the effect of using the Cash on Delivery (COD) payment method on purchasing decisions at the Shopee marketplace for students of the UIN SATU Tulungagung Islamic Economics Study Program, (4) to determine the payment methods ShopeePay, Shopee PayLater and Cash on Delivery (COD) simultaneously influences purchasing decisions in the Shopee marketplace for students of the UIN SATU Tulungagung Islamic Economics Study Program.

The method used in this research is quantitative. The sample size was calculated using the slovin formula and the data collection technique used was by distributing questionnaires with the simple random sampling method, as well as data analysis techniques using statistical analysis, namely validity test, reliability test, classical assumption test, multiple linear regression test, and hypothesis testing.

The results showed that (1) the ShopeePay payment method had an effect on purchasing decisions on the Shopee marketplace ($2,005 > 1,992$) (2) the Shopee PayLater payment method had no effect on purchase decisions on the Shopee marketplace ($1,770 < 1,992$) (3) the Cash On Delivery payment method (COD) influences purchasing decisions in the Shopee marketplace ($3,487 > 1,992$) (4) payment methods ShopeePay, Shopee PayLater, and Cash On Delivery (COD) simultaneously affect purchasing decisions in the Shopee marketplace ($31.53 > 2.72$).

Keywords: *ShopeePay, Shopee PayLater, Cash On Delivery (COD), Purchase Decision*