

ABSTRAK

Skripsi dengan judul “Pengaruh Sistem Pembayaran *Cash On Delivery* (*COD*), Ulasan Produk, dan Promo Gratis Ongkir Terhadap Keputusan Pembelian Melalui *Marketplace* Shopee Pada Generasi Z Di Kecamatan Pare” yang ditulis oleh Dava Putra Prasetyo, NIM 12405193267, Fakultas Ekonomi dan Bisnis Islam, Program Studi Manajemen Bisnis Syariah, dengan pembimbing Siswahyudianto, M.M.

Penelitian ini dilatabelakangi oleh perubahan gaya hidup masyarakat yang gemar berbelanja *online* melalui *marketplace*. Hal tersebut menyebabkan *marketplace* mengalami kenaikan jumlah pengguna terutama aplikasi Shopee.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah sistem pembayaran *cash on delivery* (*cod*), ulasan produk, dan promo gratis ongkos kirim berpengaruh secara simultan terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare? (2) Apakah sistem pembayaran *cash on delivery* (*cod*) berpengaruh terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare? (3) Apakah ulasan produk berpengaruh terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare? (4) Apakah promo gratis ongkos kirim berpengaruh terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare?

Sedangkan penelitian ini bertujuan untuk (1) menguji pengaruh sistem pembayaran *cash on delivery* (*COD*), ulasan produk, dan promo gratis ongkos kirim terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare, (2) menguji pengaruh sistem pembayaran *cash on delivery* (*cod*) terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare, (3) menguji pengaruh ulasan produk terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare, (4) menguji pengaruh promo gratis ongkos kirim terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di Kecamatan Pare

Penelitian ini merupakan penelitian kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah *purposive sampling* dengan jumlah sampel sebanyak 200 responden. Teknik analisis data yang digunakan adalah uji regresi linear berganda.

Hasil penelitian ini menunjukkan pada pengujian menggunakan uji t menghasilkan bahwa variabel sistem pembayaran *cash on delivery* (*COD*), ulasan produk, dan promo gratis ongkir berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan uji f menghasilkan bahwa sistem pembayaran *cash on delivery* (*COD*), ulasan produk, dan promo gratis ongkir berpengaruh positif dan signifikan secara bersamaan terhadap keputusan pembelian. Pada *Adjusted R Square* sebesar 0,504 yang artinya sebesar 50,4% keputusan pembelian dipengaruhi oleh ketiga variabel independen yang sudah dijelaskan diatas dan 49,6% sisanya dipengaruhi oleh variabel dari luar dari penelitian yang dilakukan.

Kata Kunci: *Marketplace*, Sistem Pembayaran *COD* (*Cash On Delivery*), Ulasan Produk, dan Promo Gratis Ongkir

ABSTRACT

Thesis entitled "The Influence of Cash on Delivery (COD) Payment System, Product Reviews, and Free Shipping Promo On Purchasing Decisions Through Shopee Marketplace to Generation Z in Pare District ". Written by Dava Putra Prasetyo, NIM 12405193267, Faculty of Economics and Islamic Business, Sharia Business Management Study Program, supervisor Siswahyudianto, M.M.

This study is motivated by changes in the lifestyle of people who like to shop online through the marketplace. This has caused the marketplace to experience an increase in the number of users, especially the Shopee application.

The problem formula in this study are: (1) does the cash on delivery (cod) payment system, product reviews, and free postage promo simultaneously affect the purchase decision through the Shopee marketplace in Generation Z in Pare district? (2) does the cash on delivery (cod) payment system affect purchasing decisions through the Shopee marketplace in Generation Z in Pare district? (3) Do product reviews affect purchasing decisions through the Shopee marketplace in Generation Z in Pare district? (4) does the Free Shipping promo affect the purchase decision through the Shopee marketplace in Generation Z in Pare district?.

While this study aims to (1) examine the effect of cash on delivery (COD) payment system, product reviews, and free shipping promo on purchasing decisions through Shopee marketplace in Generation Z in Pare district, (2) examine the effect of cash on delivery (cod) payment system on purchasing decisions through Shopee marketplace in Generation Z in Pare district, (3) examine the effect of product reviews on purchasing decisions through Shopee marketplace in Generation Z, (4) testing the effect of Free Shipping promo on purchasing decisions through Shopee marketplace on Generation Z in Pare district

This study is a quantitative research. The technique used in sampling is purposive sampling with a sample of 200 respondents. The data analysis technique used is multiple linear regression test.

The results of this study showed that the test using the t-test resulted in a variabel payment system cash on delivery (cod), product reviews, and promo free postage positive and significant effect on purchasing decisions. While the F test results that the payment system cash on delivery (cod), product reviews, and free shipping promo positive and significant effect simultaneously on the purchase decision. At Adjusted R Square of 0.504, which means that 50.4% of purchase decisions are influenced by the three independent variabels described above and the remaining 49.6% are influenced by variabels from outside of the research conducted.

Keywords: Marketplace, COD (Cash On Delivery) Payment System, Product Reviews, and Free Shipping Promo