

ABSTRAK

Skripsi dengan judul “Pengaruh *Life Style*, Media Sosial dan Fitur *Shopeepay Later* terhadap Keputusan Pembelian menggunakan *Shopeepay Later* pada Generasi Z di Tulungagung” ini ditulis oleh Galuh Citra Lisna Dewi, NIM 126402202103, dibimbing oleh Galih Pradananta, M.Si

Penelitian ini dilatarbelakangi oleh perkembangan teknologi informasi yang telah memunculkan berbagai jenis kegiatan yang berbasis pada teknologi. Dengan adanya perkembangan teknologi dapat mempengaruhi *life style*, media serta penggunaan transaksi dengan fitur *shopeepay later*. Hal ini, dapat dilihat dari maraknya kemudahan yang didapat ketika melakukan transaksi dalam menentukan keputusan pembelian.

Tujuan penelitian ini adalah: Untuk mengetahui apakah *life style*, media sosial, dan fitur *shopeepay later* secara parsial dapat mempengaruhi keputusan pembelian menggunakan *shopeepay later* pada generasi z di Tulungagung. Serta untuk mengetahui apakah *life style*, media sosial, dan fitur *shopeepay later* secara simultan dapat mempengaruhi keputusan pembelian menggunakan *shopeepay later* pada generasi z di Tulungagung.

Metode yang digunakan dalam penelitian ini adalah kuantitatif .Sampel yang digunakan dengan teknik *purposive sampling*. Jumlah sampel sebanyak 100 responden. Sumber data yang digunakan data primer. Serta teknik analisis data menggunakan uji asumsi klasik, uji keabsahan data, uji regresi linier berganda dan uji hipotesis

Hasil penelitian ini menunjukkan bahwa: *Life style*, media sosial dan fitur *shopeepay later* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian menggunakan *shopeepay later* pada generasi z di Tulungagung. Serta *Life style*, media sosial dan fitur *shopeepay later* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian menggunakan *shopeepay later* pada generasi z di Tulungagung.

Kata Kunci: *Life style*, Media Sosial, Fitur *Shopeepay Later*, Keputusan Pembelian menggunakan *Shopeepay Later*

ABSTRACT

The thesis entitled " The Influence of Life Style, Social Media and ShopeePAY Later Features on Purchasing Decisions using ShopeePAY Later in Generation Z in Tulungagung" was written by Galuh Citra Lisna Dewi, NIM 126402202103, supervised by Galih Pradananta, M.Si

This research is motivated by the development of information technology which has given rise to various types of technology-based activities. With the development of technology, it can affect lifestyle, media, and the use of transactions with the shopeepay later feature This can be seen from the rampant convenience obtained when making transactions in determining purchase decisions.

The purpose of this study is: To find out whether life style, social media, and shopeepay later features can partially influence the purchase decision to use shopeepay later in generation z in Tulungagung. As well as to find out whether life style, social media, and shopeepay later features can simultaneously influence purchase decisions using shopeepay later in generation z in Tulungagung.

The method used in this study is quantitative. The sample was used with a purposive sampling technique. The number of samples was 100 respondents. The data source used is primary data. As well as data analysis techniques using classical assumption tests, data validity tests, multiple linear regression tests and hypothesis tests

The results of this study show that: Life style, social media and shopeepay later features partially have a positive and significant effect on purchase decisions using shopeepay later in generation z in Tulungagung. As well as Life style, social media and shopeepay later features simultaneously have a positive and significant effect on purchase decisions using shopeepay later in generation z in Tulungagung.

Keywords: *Life style, Social Media, ShopeePAY Later Features, Purchase Decisions using ShopeePAY Later*