

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Promosi, dan Pengalaman Pembelian Pada *Marketplace* Shopee Terhadap Minat Beli Konsumen Di Desa Kanigoro Kecamatan Kras Kabupaten Kediri” ini ditulis oleh Nikmatul Mujadah, NIM. 126402201003, pembimbing Jusuf Bachtiar. SS., M.Pd.

Penelitian ini dilatar belakangi oleh perkembangan teknologi terutama teknologi internet yang semakin pesat. Dampak dari perkembangan teknologi internet tersebut dapat dimanfaatkan oleh perusahaan bidang ekonomi perdagangan dengan bisnis *marketplace*. Banyak perusahaan *marketplace* yang sudah berdiri di Indonesia, salah satunya perusahaan Shopee. Dengan adanya *marketplace* Shopee diharapkan dapat menambah efisiensi dan efektivitas para pelaku ekonomi dalam minat belanja secara online. Tujuan penelitian ini untuk 1) Menguji Pengaruh Harga, Promosi, dan Pengalaman Pembelian Pada *Marketplace* Shopee Terhadap Minat Beli Konsumen Desa Kanigoro, 2) Menguji Pengaruh Harga Pada *Marketplace* Shopee Terhadap Minat Beli Konsumen Desa Kanigoro, 3) Menguji Pengaruh Promosi Pada *Marketplace* Shopee Terhadap Minat Beli Konsumen Desa Kanigoro, 4) Menguji Pengaruh Pengalaman Pembelian Pada *Marketplace* Shopee Terhadap Minat Beli Konsumen Desa Kanigoro.

Penelitian ini adalah penelitian dengan pendekatan kuantitatif dan menggunakan jenis penelitian asosiatif. Teknik pengambilan sampel dalam penelitian ini dengan menyebarkan kuesioner kepada 96 responden menggunakan *non probability sampling* dengan jenis penelitian *purposive sampling*. Analisis data dalam penelitian ini menentukan hipotesis penelitian yang terdiri dari uji validitas, uji reliabilitas, uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), analisis regresi linear berganda, uji hipotesis (uji parsial dan uji simultan), dan uji koefisien determinasi yang diolah menggunakan SPSS 26.

Hasil penelitian menunjukkan bahwa 1) Secara simultan Harga, Promosi, dan Pengalaman Pembelian berpengaruh positif dan signifikan terhadap Minat Beli konsumen di Desa Kanigoro, 2) Harga berpengaruh negatif dan tidak signifikan terhadap minat beli konsumen di Desa Kanigoro, 3) Promosi berpengaruh positif dan signifikan terhadap minat beli konsumen di Desa Kanigoro, 4) Pengalaman pembelian berpengaruh positif dan signifikan terhadap minat beli konsumen di Desa Kanigoro. Hasil penelitian ini digunakan sebagai bahan evaluasi bagi *marketplace* Shopee dan para seller Shopee dalam memberikan kualitas dan kuantitas terbaik dari aplikasi Shopee juga produk yang diperjualbelikan, sehingga menciptakan pengalaman pembelian yang menyenangkan yang dapat meningkatkan minat beli konsumen semakin tinggi.

Kata Kunci: Harga, Promosi, Pengalaman Pembelian, Minat beli.

ABSTRACT

The thesis "The Influence of Prices, Promotions, and Purchasing Experience on the Shopee Marketplace on Consumer Purchase Interest in Kanigoro Village, Kras District, Kediri Regency" is being researched by Nikmatul Mujadah, NIM. 126402201003, advice by Jusuf Bachtiar. SS., M.Pd.

This research is motivated by technological developments, especially internet technology, which is increasingly rapid. The impact of the development of internet technology can be utilized by companies in the economic trade sector with marketplace businesses. Many marketplace companies have been established in Indonesia, one of which is the Shopee company. With the Shopee marketplace, it is hoped that it can increase the efficiency and effectiveness of economic actors in their interest in shopping online. This research aims to 1) Test the influence of prices, promotions and purchasing experience at the Shopee marketplace on consumer buying interest in Kanigoro village, 2) Test the influence of prices at the Shopee marketplace on buying interest at Kanigoro village consumers, 3) Test the influence of promotions at the Shopee marketplace on interest. Kanigoro Village Consumer Buying, 4) Testing the Influence of Purchasing Experience on the Shopee Marketplace on Kanigoro Village Consumer Buying Interest.

This research uses quantitative methods and uses associative research. The sampling technique in this research was by distributing questionnaires to 96 respondents using a non-probability sampling method with a purposive sampling type of research. Data analysis in this study determines the research hypothesis which consists of validity tests, reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, hypothesis tests (partial tests and simultaneous tests), and processed coefficient of determination tests. using SPSS 26.

The results of the research are 1) Simultaneously Price, Promotion and Purchase Experience have a positive and significant effect on consumer buying interest in Kanigoro Village, 2) Price has a negative and not significant effect on consumer buying interest in Kanigoro Village, 3) Promotion has a positive and significant effect on consumer buying interest in Kanigoro Village, 4) Purchasing experience has a positive and significant effect on consumer buying interest in Kanigoro Village. The results of this research are used as evaluation material for the Shopee marketplace and Shopee sellers in providing the best quality and quantity of the Shopee application as well as the products being bought and sold, thereby creating a pleasant purchasing experience that can increase consumer buying interest even higher.

Keywords: *Price, Promotion, Purchase Experience, Purchase Interest.*