

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Promosi, dan Ulasan Pelanggan Terhadap Perilaku Konsumtif Pengguna *E-commerce* Shopee (Studi pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung Angkatan Tahun 2021)” ini ditulis oleh Pebriana Nur Halisania, NIM. 126402213234, dengan pembimbing Novi Khoirawati, S.E., M.Acc.

Kata Kunci: Harga, Promosi, Ulasan Pelanggan, Perilaku Konsumtif

Penelitian ini dilatarbelakangi oleh fenomena pengguna internet yang melakukan belanja *online* cukup tinggi sehingga menunjukkan ketergantungan penggunaan *e-commerce*, khususnya Shopee yang meraih kunjungan terbanyak di Indonesia. Dengan tingginya belanja *online* di Indonesia yang merujuk kepada perilaku konsumtif, konsumen perlu mengendalikan diri. Sehingga sangat penting untuk mengetahui pengaruh faktor harga, promosi, dan ulasan pelanggan terhadap perilaku konsumtif pengguna *e-commerce* Shopee.

Penelitian ini bertujuan (1) Untuk menguji pengaruh harga terhadap perilaku konsumtif pengguna *e-commerce* Shopee pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2021. (2) Untuk menguji pengaruh promosi terhadap perilaku konsumtif pengguna *e-commerce* Shopee pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2021. (3) Untuk menguji pengaruh ulasan pelanggan terhadap perilaku konsumtif pengguna *e-commerce* Shopee pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2021. (4) Untuk menguji pengaruh harga, promosi, dan ulasan pelanggan terhadap perilaku konsumtif pengguna *e-commerce* Shopee pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2021.

Penelitian ini menggunakan pendekatan kuantitatif dengan data primer. Pengumpulan data menggunakan kuesioner tertutup. Pengumpulan sampel menggunakan *purposive sampling* dan perhitungan sampel menggunakan teknik *Lemeshow* dengan jumlah sampel sebanyak 100 responden. Dalam penelitian ini menggunakan skala *likert*. Data penelitian diolah menggunakan SPSS 26.0 dengan metode analisis regresi linier berganda untuk membuktikan hipotesis penelitian.

Hasil penelitian ini menunjukkan bahwa (1) harga tidak berpengaruh signifikan terhadap perilaku konsumtif pengguna *e-commerce* Shopee, (2) promosi berpengaruh positif dan signifikan terhadap perilaku konsumtif pengguna *e-commerce* Shopee, (3) ulasan pelanggan tidak berpengaruh signifikan terhadap perilaku konsumtif pengguna *e-commerce* Shopee, (4) harga, promosi, dan ulasan pelanggan berpengaruh positif dan signifikan terhadap perilaku konsumtif pengguna *e-commerce* Shopee.

ABSTRACT

Thesis with the title “The Effect of Price, Promotion, and Customer Reviews on the Consumptive Behavior of Shopee E-commerce Users (Study on Students of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021)” written by Pebriana Nur Halisania, NIM. 126402213234, supervisor Novi Khoiriawati, S.E., M.Acc.

Keywords: Price, Promotion, Customer Reviews, Consumptive Behavior

This research is motivated by the phenomenon of internet users who do online shopping is high enough to show the dependence on the use of e-commerce, especially Shopee which has the most visits in Indonesia. With the high level of online shopping in Indonesia which refers to consumptive behavior, consumers need to control themselves. So it is very important to know the effect of price factors, promotions, and customer reviews on the consumptive behavior of Shopee e-commerce users.

This study aims (1) To examine the effect of price on the consumptive behavior of Shopee e-commerce users on UIN Sayyid Ali Rahmatullah Tulungagung students class of 2021. (2) To examine the effect of promotion on the consumptive behavior of Shopee e-commerce users in UIN Sayyid Ali Rahmatullah Tulungagung students class of 2021. (3) To examine the effect of customer reviews on the consumptive behavior of Shopee e-commerce users at UIN Sayyid Ali Rahmatullah Tulungagung class of 2021. (4) To examine the effect of price, promotion, and customer reviews on the consumptive behavior of Shopee e-commerce users at UIN Sayyid Ali Rahmatullah Tulungagung students in 2021.

This research uses a quantitative approach with primary data. Data collection using a closed questionnaire. Sample collection using purposive sampling and sample calculation using the Lemeshow technique with a sample size of 100 respondents. In this study using a Likert scale. The research data were processed using SPSS 26.0 with multiple linear regression analysis methods to prove the research hypothesis.

The results of this study indicate that (1) price has no significant effect on the consumptive behavior of Shopee e-commerce users, (2) promotion has a positive and significant effect on the consumptive behavior of Shopee e-commerce users, (3) customer reviews have no significant effect on the consumptive behavior of Shopee e-commerce users, (4) price, promotion, and customer reviews have a positive and significant effect on the consumptive behavior of Shopee e-commerce users.