

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA *MARKETPLACE* SHOPEE DI KABUPATEN BADUNG

ABSTRAK

Perkembangan *marketplace* yang mulai bermunculan di Indonesia saat ini, tidak heran jika tren berbelanja *online* merupakan suatu gaya hidup baru bagi masyarakat Indonesia. Kejadian ini mampu mengubah proses perdagangan yang dahulu transaksi jual beli secara langsung sekarang dilakukan secara *online*, sehingga daya tarik konsumen dalam berbelanja saat ini adalah *marketplace*.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, persepsi harga dan promosi terhadap keputusan pembelian pada *marketplace* Shopee di Kabupaten Badung. Penelitian ini dilaksanakan di Kabupaten Badung, Bali. Populasi dalam penelitian ini adalah konsumen *marketplace* Shopee yang tinggal di Kabupaten Badung, yang jumlahnya tidak diketahui dengan pasti. Pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*, diperoleh 90 responden yang diambil dari masyarakat Kabupaten Badung yang telah menggunakan *marketplace* Shopee. Metode analisis yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian, promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel promosi merupakan variabel yang paling dominan mempengaruhi keputusan pembelian.

Kata kunci: Kualitas Produk, Persepsi Harga, Promosi, Keputusan Pembelian

UNMAS DENPASAR

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION AND PROMOTION ON PURCHASE DECISIONS AT SHOPEE MARKETPLACE IN BADUNG REGENCY

ABSTRACT

The development of marketplaces that are starting to emerge in Indonesia at this time, it's no wonder that the online shopping trend is a new lifestyle for Indonesian people. This incident was able to change the trading process, where previously direct buying and selling transactions were now carried out online, so that the attractiveness of consumers in shopping today is the marketplace.

This study aims to determine the effect of product quality, price perceptions and promotions on purchasing decisions at the Shopee marketplace in Badung Regency. This research was conducted in Badung Regency, Bali. The population in this study are Shopee marketplace consumers who live in Badung Regency, whose number is not known with certainty. Sampling in this study used a purposive sampling method, obtained 90 respondents taken from the people of Badung Regency who had used the Shopee marketplace. The analytical method used is multiple linear regression analysis.

The results showed that product quality had a positive and significant effect on purchasing decisions, price perceptions had a positive and significant effect on purchasing decisions, promotion had a positive and significant effect on purchasing decisions. The promotion variable is the most dominant variable influencing the purchasing decision.

Keywords: Product Quality, Perceived Price, Promotion, Purchase Decision

