

ABSTRAK

Resa Rahmadini, 21101155310673, Jurusan Manajemen, tahun 2021, Pengaruh Ulasan Produk Dan Metode Pembayaran Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Aplikasi Belanja Online Shopee (Studi Kasus Mahasiswa Manajemen UPI “YPTK” Padang), dibawah bimbingan Bapak Dr. Vicky Brama Kumbara, S.E., B. BA., M.M dan Ibu Della Asmaria Putri, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh Ulasan Produk Dan Metode Pembayaran Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Aplikasi Belanja Online Shopee (Studi Kasus Mahasiswa Manajemen UPI “YPTK” Padang). Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisi SmartPLS 3.0. Populasi dan sampel penelitian ini adalah Mahasiswa Manajemen UPI “YPTK” Padang yang menggunakan Aplikasi Belanja Online Shopee.

Hasil penelitian menemukan Terdapat pengaruh positif yang signifikan Ulasan Produk terhadap Minat Beli. Terdapat pengaruh positif yang signifikan Metode Pembayaran terhadap Minat Beli. Terdapat pengaruh positif yang signifikan Ulasan Produk terhadap Keputusan Pembelian. Terdapat pengaruh positif yang tidak signifikan Metode Pembayaran terhadap Keputusan Pembelian. Terdapat pengaruh positif yang signifikan Minat Beli terhadap Keputusan Pembelian. Minat Beli mampu memediasi Ulasan Produk terhadap Keputusan Pembelian. Minat Beli mampu memediasi Metode Pembayaran terhadap Keputusan Pembelian.

Kata Kunci: Ulasan Produk, Metode Pembayaran, Minat Beli, dan Keputusan Pembelian

ABSTRACT

Resa Rahmadini, 21101155310673, Department of Management, 2021, The Influence of Product Reviews and Payment Methods on Purchasing Decisions through Purchase Intention as an Intervening Variable in the Shopee Online Shopping Application (Case Study of UPI "YPTK" Padang Management Students), under the guidance of Mr. Dr. Vicky Brama Kumbara, S.E., B. BA., M.M and Mrs. Della Asmaria Putri, S.E., M.M.

This research aims to determine and attempt to analyze the influence of product reviews and payment methods on purchasing decisions through purchase interest as an intervening variable in the Shopee online shopping application (Case Study of UPI "YPTK" Padang Management Students). This research is a Structural Equation Modeling (SEM) model with the SmartPLS 3.0 analysis tool. The population and sample for this research are UPI "YPTK" Padang Management Students who use the Shopee Online Shopping Application.

The research results found that there was a significant positive influence of product reviews on purchase interest. There is a significant positive influence of Payment Method on Purchase Interest. There is a significant positive influence of product reviews on purchasing decisions. There is an insignificant positive influence of Payment Method on Purchasing Decisions. There is a significant positive influence of Purchase Interest on Purchase Decisions. Purchase Interest is able to mediate Product Reviews on Purchase Decisions. Purchase Interest is able to mediate Payment Methods on Purchase Decisions.

Keywords: *Product Reviews, Payment Methods, Purchase Interest, and Purchase Decisions*