

ABSTRAK

NATAEL NEHE, No BP 17101155310496, Manajemen (2021), Pengaruh Promosi, Diskon dan Kualitas Produk terhadap Keputusan Pembelian pada Shopee

Studi Kasus pada Masyarakat Kecamatan Lubuk Begalung Kota Padang, di bawah bimbingan ibu Dr. Ir. ZEFRIYENNI, MM dan Ibu DELLA ASMARIA PUTRI, SE. MM

Penelitian ini bertujuan untuk mengetahui seberapa besar), Pengaruh Promosi, Diskon dan Kualitas Produk terhadap Keputusan Pembelian pada Shopee Studi Kasus pada Masyarakat Kota Padang. Teknik pengumpulan data melalui survei dan mengedarkan kuesioner, dengan sampel 99 responden Masyarakat Kota Padang. Metode analisis yang digunakan adalah analisis korelasi, dan analisis regresi berganda.

Hasil penelitian yang didapat berdasarkan uji parsial (Uji t) diperoleh kesimpulan bahwa (a) Ada pengaruh yang signifikan antara Promosi terhadap Keputusan Pembelian, (b) Ada pengaruh yang signifikan antara Diskon terhadap Keputusan Pembelian, (c) ada pengaruh yang signifikan antara kualitas produk terhadap keputusan pembelian. Maka penulis berkesimpulan bahwa Promosi, Diskon dan Kualitas Produk secara simultan dan parsial berpengaruh terhadap Keputusan Pembelian. Dan berdasarkan uji secara simultan (Uji F) didapatkan bahwa ada pengaruh yang signifikan antara promosi, diskon dan kualitas produk terhadap keputusan pembelian. Dan berdasarkan uji Koefisien Determinasi (R^2) menunjukkan bahwa besarnya persentase sumbangan variabel promosi, diskon dan kualitas produk secara simultan dan parsial terhadap variable keputusan pembelian masyarakat terhadap shopee di kota Padang.

Akhirnya penulis menyarankan agar Shopee lebih meningkatkan tingkat promosi dengan melalui tingkat periklanan, promosi penjualan, pemasaran langsung *Publicity*, dan *Personal Selling*.

Kata Kunci : Keputusan Pembelian, Promosi, Diskon dan Kualitas Produk

ABSTRACT

NATAEL NEHE, Number OfStudy 17101155310496, Management (2021), The Effect of Promotions, Discounts and Product Quality on Purchase Decisions on ShopeeCase Study on the Community of Kec Lubuk Begalung Padang City, under the guidance of Mrs. Dr. Ir. ZEFRIYENNI, MM and Mrs. DELLA ASMARIA PUTRI, SE. MM

This study aims to find out how much the effect of promotions, discounts and product quality on purchasing decisions. Techniques of collecting data through surveys and distributing questionnaires, with a sample of 99 respondents Case Study in Padang City Community. The method of analysis used is correlation analysis, and multiple regression analysis.

The results obtained based on the partial test (t test) concluded that (a) there is a significant effect between promotions on purchasing decisions, (b) there is a significant effect between discounts on purchasing decisions, (c) there is a significant effect between product quality to purchasing decisions. So the authors conclude that Promotions, Discounts and Product Quality simultaneously and partially affect the Purchase Decision. And based on the simultaneous test (F test) it was found that there was a significant influence between promotions, discounts and product quality on purchasing decisions. And based on the Coefficient of Determination test (R²), it shows that the percentage of the contribution of promotion, discount and product quality variables simultaneously and partially to the community's purchasing decision variables towards shopee in Padang city.

Finally, the author suggests that Shopee further increase the level of promotion by going through the level of advertising, sales promotion, direct marketing of Publicity, and Personal Selling.

Keywords: *Purchase Decision, Promotion, Discount and Product Quality*