

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa fitur Shopee terhadap perilaku Impulsive Buying di kalangan mahasiswa pengguna aplikasi Shopee di Jember. Populasi dalam penelitian ini adalah seluruh mahasiswa pengguna aplikasi Shopee di Jember. Sampel yang digunakan sebanyak 100 responden yang didominasi oleh wanita yang telah melakukan pembelian di aplikasi Shopee. Teknik sampling yang digunakan adalah purposive sampling. Metode analisis menggunakan analisis regresi linier berganda dengan bantuan SPSS 25. Uji asumsi klasik (Uji Normalitas, Uji Multikolinieritas, Uji Heteroskedastisitas), analisis regresi berganda, koefisien determinasi (R^2), Uji Hipotesis (Uji t dan Uji F). Hasil penelitian ini menunjukkan bahwa secara simultan Fitur Shopee (Flash Sale, Gratis Ongkir, Cashback, Shopee Pay, Shopee Paylater) berpengaruh secara signifikan terhadap perilaku Impulsive Buying, secara parsial Flash Sale tidak berpengaruh secara signifikan terhadap perilaku Impulsive Buying, secara parsial Gratis Ongkir berpengaruh secara signifikan terhadap perilaku Impulsive Buying, secara parsial Cashback tidak berpengaruh secara signifikan terhadap perilaku Impulsive Buying, secara parsial Shopee Pay berpengaruh secara signifikan terhadap perilaku Impulsive Buying, secara parsial Shopee Paylater berpengaruh secara signifikan terhadap perilaku Impulsive Buying,

Kata Kunci : Fitur Shopee, Flash Sale, Gratis Ongkir, Cashback, Shopee Pay, Shopee Paylater, Impulsive Buying

ABSTRACT

This study aims to determine and analyze the Shopee features on Impulsive Buying behavior among students who use the Shopee application in Jember. The population in this study is all students who use the Shopee application in Jember. The sample used is 100 respondents, which are dominated by women who have made purchases on the Shopee application. The sampling technique used is purposive sampling. The analysis method uses multiple linear regression analysis with the help of SPSS 25. Classical assumption test (Normality Test, Multicollinearity Test, Heteroscedasticity Test), multiple regression analysis, coefficient of determination (R^2), Hypothesis Testing (T test and F test). The results of this study show that simultaneously Shopee Features (Flash Sale, Free Ongkir, Cashback, Shopee Pay, Shopee Paylater) have a significant effect on Impulsive Buying behavior, partially Flash Sale does not significantly affect Impulsive Buying behavior, partially Free Ongkir has a significant effect on behavior Impulsive Buying, partially Cashback has no significant effect on Impulsive Buying behavior, partially Shopee Pay has a significant effect on Impulsive Buying behavior, partially Shopee Paylater has a significant effect on Impulsive Buying behavior,

Keywords: Shopee Features, Flash Sale, Free Shipping, Cashback, Shopee Pay, Shopee Paylater, Impulsive Buying