

ABSTRACT

ANALYSIS OF THE EFFECT OF FLASH SALE, FREE SHIPPING, ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON STUDENT PURCHASE DECISIONS

(Case Study on Students of the Development Economics Study Program, Faculty of Economics, Siliwangi University class 2019-2021 Shopee Application Users)

By:

Euis Rahmawati

NPM. 183401014

Mentors:

Dwi Hastuti Lestari K.

Jumri

This study aims to determine: (a) The effect of flash sales, free shipping, online customer reviews and online customer ratings partially on student purchasing decisions. (b) The effect of flash sale, free shipping, online customer review and online customer rating together on student purchasing decisions. This study uses multiple regression analysis. The results of this study indicate that: (a) Partially online customer reviews have a positive significant relationship, while the flash sale, free shipping and online customer rating variables have a positive but not significant effect on student purchasing decisions. (b) Together, flash sales, free shipping, online customer reviews and online customer ratings have a significant impact on Student Purchase Decisions.

Keywords: purchase decision, flash sale, free shipping, online customer review, online customer assessment.

ABSTRAK

ANALISIS PENGARUH *FLASH SALE*, GRATIS ONGKIR, *ONLINE CUSTOMER REVIEW* DAN *ONLINE CUSTOMER RATING* TERHADAP KEPUTUSAN PEMBELIAN MAHASISWA

(Studi Kasus pada Mahasiswa Program Studi Ekonomi Pembangunan Fakultas Ekonomi Universitas Siliwangi angkatan 2019-2021 Pengguna Aplikasi Shopee)

Oleh:
Euis Rahmawati
NPM. 183401014

Pembimbing:
Dwi Hastuti Lestari K.
Jumri

Penelitian ini bertujuan untuk mengetahui: (a) Pengaruh *flash sale*, gratis ongkir, *online customer review* dan *online customer rating* secara parsial terhadap keputusan pembelian mahasiswa. (b) Pengaruh *flash sale*, gratis ongkir, *online customer review* dan *online customer rating* secara bersama-sama terhadap keputusan pembelian mahasiswa. Penelitian ini menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa: (a) Secara parsial *online customer review* memiliki hubungan yang positif signifikan, sedangkan variabel *flash sale*, gratis ongkir dan *online customer rating* memiliki pengaruh positif namun tidak signifikan terhadap Keputusan Pembelian Mahasiswa. (b) Secara bersama-sama *flash sale*, gratis ongkir, *online customer review* dan *online customer rating* berpengaruh signifikan terhadap Keputusan Pembelian Mahasiswa.

Kata Kunci: keputusan pembelian, *flash sale*, gratis ongkir, *online customer review*, *online customer rating*.