

ABSTRACT

PRICE ANALYSIS, E-SERVICE QUALITY, PROMOTIONS, AND BRAND IMAGE ON PURCHASING DECISIONS ON SHOPEE AND TOKOPEDIA MARKETPLACE USERS IN TASIKMALAYA CITY

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This study aims to determine the differences in purchase decisions among Shopee and Tokopedia marketplace users and determine the influence of price, e-service quality, promotion, and brand image on purchase decisions in Shopee and Tokopedia marketplace users in Tasikmalaya City. This study uses primary data with the target population, namely Shopee and Tokopedia marketplace users in Tasikmalaya City. Sampling was carried out using the Lemeshow formula, data collected through the distribution of questionnaires and obtaining 100 respondents. The method used in this study is a quantitative method using multiple linear regression analysis techniques, hypothesis testing, and difference test hypotheses in SPSS. The results of the different test hypothesis research show a difference between the Shopee and Tokopedia marketplaces. The results of research on the Shopee marketplace show that partially price and brand image have a significant effect on decisions, while e-service quality and promotions do not have a significant effect on purchasing decisions. The results of research on the Tokopedia marketplace show that partial price, e-service quality, promotion, and brand image have a significant effect on purchasing decisions. Together, the variables of price, e-service quality, promotion, and brand image have a significant effect on purchasing decisions for Shopee and Tokopedia marketplace users in Tasikmalaya City.

Keywords : *Price, e-service quality, promotion, brand image, and purchase decision*

ABSTRAK

ANALISIS HARGA, *E-SERVICE QUALITY*, PROMOSI, DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA *MARKETPLACE* SHOPEE DAN TOKOPEDIA DI KOTA TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui perbedaan keputusan pembelian pada pengguna *marketplace* Shopee dan Tokopedia serta mengetahui pengaruh harga, *e-service quality*, promosi, dan *brand image* terhadap keputusan pembelian pada pengguna *marketplace* Shopee dan Tokopedia di Kota Tasikmalaya. Penelitian ini menggunakan data primer dengan populasi sasaran yaitu pengguna *marketplace* Shopee dan Tokopedia di Kota Tasikmalaya. Pengambilan sampel dilakukan dengan menggunakan rumus *lemeshow*, data yang dikumpulkan melalui penyebaran kuisioner dan memperoleh 100 responden. Metode yang digunakan dalam penelitian ini yaitu metode kuantitatif menggunakan teknik analisis regresi linear berganda, pengujian hipotesis, dan hipotesis uji beda pada SPSS. Hasil penelitian hipotesis uji beda menunjukkan adanya perbedaan antara *marketplace* Shopee dan Tokopedia. Hasil penelitian pada *marketplace* Shopee menunjukkan bahwa secara parsial harga dan *brand image* berpengaruh signifikan terhadap keputusan, sedangkan *e-service quality* dan promosi tidak berpengaruh signifikan terhadap keputusan pembelian. Hasil penelitian pada *marketplace* Tokopedia menunjukkan bahwa secara parsial harga, *e-service quality*, promosi, dan *brand image* berpengaruh signifikan terhadap keputusan pembelian. Secara bersama-sama variabel harga, *e-service quality*, promosi, dan *brand image* berpengaruh signifikan terhadap keputusan pembelian pada pengguna *marketplace* Shopee dan Tokopedia di Kota Tasikmalaya.

Kata kunci : Harga, *e-service quality*, promosi, *brand image*, dan keputusan pembelian