

ABSTRACT

***INFLUENCE OF PRICE, SERVICE QUALITY, TRANSACTION SECURITY
AND EASE OF TRANSACTION ON PURCHASING INTEREST ON THE
SHOPEE PLATFORM
(Case Study on S1 Student at Siliwangi University Class of 2021)***

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This research aims to determine the influence of price, service quality, transaction security and ease of transaction on purchasing interest on the Shopee platform. Using Quantitative research type. The population in this study were undergraduate students at Siliwangi University Class of 2021. Sampling used purposive sampling. The number of samples in the research was 100 respondents. Validity test using the Eviews 12 application and Rehabilitation Test using the Cronbach Alpha formula. Based on the results of the regression analysis, seen from the hypothesis test, price is significantly positive, service quality is significantly positive, transaction security is significantly positive and ease of transaction is significantly positive, which means that all variables (X) have a significant effect on buying interest (Y) partially, together, and statistics. Based on the results of the determination, R² is 66%, while the remaining 34% is explained by other factors.

Keywords: Price, Service Quality, Transaction Security, Ease of Transaction, Shopee

ABSTRAK

**PENGARUH HARGA, KUALITAS PELAYANAN, KEAMANAN
TRANSAKSI DAN KEMUDAHAN TRANSAKSI
TERHADAP MINAT BELI PADA *PLATFORM SHOPEE*
(Studi Kasus pada Mahasiswa S1 Universitas Siliwangi Angkatan 2021)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan, keamanan transaksi dan kemudahan transaksi terhadap minat beli pada *platform shopee*. Menggunakan jenis penelitian Kuantitatif. Populasi dalam penelitian ini adalah mahasiswa S1 Universitas Siliwangi Angkatan 2021. Pengambilan sampel menggunakan *purposive sapling* . Jumlah sampel dalam penelitian adalah 100 Responden. Uji validitas menggunakan aplikasi Eviews 12 dan Uji Rehabilitasi menggunakan rumus Cronbach Alpha. Berdasarkan hasil analisis regresi, di lihat dari uji hipotesis, harga positif signifikan, kualitas pelayanan positif signifikan, keamanan transaksi positif signifikan dan kemudahan transaksi positif signifikan yang artinya semua variable (X) berpengaruh signifikan terhadap minat beli (Y) secara parsial, bersama-sama, dan statistik. Berdasarkan hasil determinasi R^2 besarnya adalah 66% sedangkan sisannya adalah 34% diterangkan oleh faktor lain.

Kata Kunci: Harga, Kualitas Pelayanan, Keamanan Transaksi, Kemudahan Transaksi, Shopee