

ABSTRAK

NURHADIANI ROHMATILAH, 2022, PENGARUH HARGA, KUALITAS PRODUK, DAN PROMO GRATIS ONGKIR TERHADAP KEPUTUSAN *IMPULSE BUYING* DI *MARKETPLACE* SHOPEE (Studi Pada Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi)

Impulse buying atau pembelian tidak terencana merupakan suatu tindakan dalam kegiatan pembelian yang dilakukan secara spontan, tanpa terencana dan pertimbangan yang disebabkan karena adanya dorongan keinginan secara tiba-tiba dari konsumen untuk melakukan pembelian yang tidak dapat dihindari. Berdasarkan studi pendahuluan didapatkan hasil bahwa sebanyak 88% Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi yang notabene-nya beraga Islam melakukan *impulse buying* pada *marketplace* shopee, dan ini termasuk pada kategori yang sangat tinggi. *Impulse Buying* ini jelas tidak sesuai dengan ajaran agama Islam. Berbicara mengenai hal ini, kita selaku konsumen pasti akan menyadari bahwa munculnya *impulse buying* ini tentunya dipengaruhi oleh berbagai faktor, peneliti mengambil jawaban paling banyak dari hasil studi pendahuluan yaitu faktor harga, kualitas produk, dan promo gratis ongkir.

Berdasarkan latar belakang masalah diatas, maka didapat rumusan masalah sebagai berikut 1) Bagaimana pengaruh harga terhadap keputusan *impulse buying* di *marketplace* shopee pada Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi, 2) Bagaimana pengaruh kualitas produk terhadap keputusan *impulse buying* di *marketplace* shopee pada Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi, 3) Bagaimana pengaruh promo gratis ongkir terhadap keputusan *impulse buying* di *marketplace* shopee pada Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi, 4) Bagaimana pengaruh harga, kualitas produk, dan promo gratis ongkir secara bersama-sama terhadap keputusan *impulse buying* di *marketplace* shopee pada Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah Mahasiswa Prodi Ekonomi Syariah Universitas Siliwangi yang pernah melakukan belanja *online* pada *marketplace* shopee dan pernah melakukan pembelian tanpa perencanaan, dimana jumlahnya tidak teridentifikasi atau tidak diketahui secara pasti, teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel yang diambil yaitu 100 orang responden. Teknik pengumpulan data berupa penyebaran kuesioner. Teknik analisis data yang digunakan adalah deskriptif data dan pengujian hipotesis menggunakan uji korelasi, analisis regresi, uji t, dan uji F. Sedangkan untuk pengolahan data menggunakan program SPSS versi 25.

Hasil penelitian: 1) Harga tidak berpengaruh secara parsial terhadap keputusan *impulse buying*, 2) Kualitas Produk tidak berpengaruh secara parsial terhadap keputusan *impulse buying*, 3) Promo Gratis Ongkir secara parsial berpengaruh signifikan terhadap keputusan *impulse buying*, 4) Harga, Kualitas Produk, dan Promo Gratis Ongkir secara bersama-sama berpengaruh signifikan terhadap keputusan *impulse buying*.

Kata Kunci : Harga, Kualitas Produk, Promo Gratis Ongkir, dan *Impulse Buying*.

ABSTRACT

NURHADIANI ROHMATILAH, 2022, *THE EFFECT OF PRICE, PRODUCT QUALITY, AND FREE SHIPPING PROMO ON IMPULSE BUYING IN THE MARKETPLACE SHOPEE (Study on Students of the Prodi Sharia Economics at Siliwangi University)*

Impulse buying or unplanned purchases is an action in purchasing activities that are carried out spontaneously, without planning and consideration caused by a sudden desire from consumers to make an unavoidable purchase. Based on a preliminary study, it was found that as many as 88% of students of the Islamic Economics Study Program at Siliwangi University who incidentally are Muslim, do impulse buying on the marketplace, and this is included in the very high category. Impulse Buying is clearly not in accordance with the teachings of Islam. Talking about this, we as consumers will definitely realize that the emergence of impulse buying is certainly influenced by various factors, researchers take the most answers from the results of preliminary studies, namely price factors, product quality, and free shipping promos.

Based on the background of the problem above, the formulation of the problem is as follows: 1) How is the effect of price on impulse buying in marketplace shopee in student of Sharia Economic Study Program of Siliwangi University, 2) How is the effect of product quality on impulse buying in marketplace shopee in student of Sharia Economic Study Program of Siliwangi University, 3) How is the effect of free shipping promo on impulse buying in marketplace shopee in Student of Sharia Economic Study Program of Siliwangi University, 4) How do prices, product quality, and free shipping promos together affect impulse buying in marketplace shopee in student of Sharia Economics Study Program, Siliwangi University.

The method used in this study is a descriptive method with a quantitative approach. The population in this study were students of the Islamic Economics Study Program at Siliwangi University who had done online on the marketplace and had made purchases without planning, where the number was not identified or not known for certain, the sampling technique used purposive sampling with a sample of 100 respondents. Data collection techniques in the form of distributing questionnaires. The data analysis technique used is descriptive data and hypothesis testing using correlation test, regression analysis, t test, and F test. Meanwhile, for data processing using SPSS version 25 program.

The results of the study: 1) Price has no partial effect on impulse buying, 2) Product quality does not partially affect impulse buying, 3) Free Shipping Promo partially has a significant effect on impulse buying, 4) Price, Product Quality, and The Free Shipping Promo together has a significant effect on impulse buying.

Keywords : *Price, Product Quality, Free Shipping Promo, and Impulse Buying.*