

ABSTRAK

PENGARUH *PRICE SENSITIVITY* DAN *FLASH SALE* TERHADAP *PURCHASE DECISION* YANG DIMEDIASI OLEH *PERCEIVED RISK* (Studi Pada Pengguna Shopee Di Kota Tasikmalaya)

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Tujuan penelitian ini untuk mengetahui dan menganalisis Pengaruh *Price Sensitivity* dan *Flash Sale* Terhadap *Purchase Decision* yang Dimediasi oleh *Perceived Risk* (Studi Pada Pengguna Shopee di Kota Tasikmalaya). Metode penelitian yang digunakan adalah pendekatan kuantitatif. Jenis data yang digunakan merupakan data primer. Sampel dalam penelitian ini sebanyak 205 responden, dengan teknik *purposive sampling* yaitu teknik penentuan sampel dengan menentukan kriteria sampel yang diinginkan. Teknik pengumpulan data yang digunakan adalah metode kuesioner (angket) yang diberikan kepada responden. Alat analisis dalam penelitian ini menggunakan analisis *Structural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: *Price sensitivity* berpengaruh negatif terhadap *perceived risk*. *Flash sale* berpengaruh positif terhadap *perceived risk*. *Perceived risk* berpengaruh negatif terhadap *purchase decision*. *Perceived risk* terbukti dapat memediasi pengaruh *price sensitivity* terhadap *purchase decision*. *Perceived risk* terbukti dapat memediasi pengaruh *flash sale* terhadap *purchase decision*.

Kata Kunci: *Price Sensitivity, Flash Sale, Perceived Risk, Purchase Decision*

ABSTRACT

**THE INFLUENCE OF PRICE SENSITIVITY AND FLASH SALE ON
PURCHASE DECISION MEDIATED BY PERCEIVED RISK
(Study on Shopee Users in Tasikmalaya City)**

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The purpose of this study is to examine and analyze the influence of price sensitivity and flash sales on purchase decision mediated by perceived risk (a study on Shopee users in Tasikmalaya City). This study employs a quantitative research approach. The data used in this research is primary data. The sample consists of 205 respondents selected using purposive sampling, which is a sampling technique based on predetermined criteria. The data collection method used is a questionnaire distributed to the respondents. The analysis tool applied in this study is Structural Equation Modeling (SEM). The results of the analysis indicate that: Price sensitivity has a negative effect on perceived risk. Flash sales have a positive effect on perceived risk. Perceived risk has a negative effect on purchase decision. Perceived risk is proven to mediate the effect of price sensitivity on purchase decision. Perceived risk is proven to mediate the effect of flash sales on purchase decision.

Keywords: *Price Sensitivity, Flash Sale, Perceived Risk, Purchase Decision*