

## ABSTRAK

Perkembangan teknologi mengakibatkan terjadinya pergeseran perilaku pelanggan dari pembelian melalui *offline shop* menjadi pembelian melalui *online shop* atau melalui *marketplace*. Terdapat berbagai situs jual beli *online (marketplace)* yang terus bermunculan seperti Tokopedia, Shopee, Bukalapak, Lazada dan banyak lagi yang mudah ditemukan sesuai dengan kebutuhan. Tokopedia dapat berkembang menjadi salah satu *marketplace* yang paling banyak digunakan karena memperhatikan beberapa faktor penting. Penelitian ini bertujuan mendapatkan bukti secara empiris dan menemukan kejelasan tentang pengaruh harga, promosi, dan penilaian produk terhadap keputusan pembelian pada *marketplace* Tokopedia (studi kasus mahasiswa Institut Teknologi dan Bisnis Widya Gama Lumajang). Metode penelitian sampel yang digunakan adalah *purposive sampling* dan model analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial variabel harga, promosi, dan penilaian produk berpengaruh terhadap keputusan pembelian pada *marketplace* Tokopedia (studi kasus mahasiswa Institut Teknologi dan Bisnis Widya Gama Lumajang). Sedangkan nilai koefisien determinasi (*R-Square*) pada penelitian ini adalah 0,207 atau sebesar 20,7% menunjukkan bahwa kontribusi harga, promosi, dan penilaian produk terhadap keputusan pembelian adalah 20,7%, sedangkan sisanya 0,793 atau sebesar 79,3% dipengaruhi oleh variabel lain yang tidak diikutsertakan dalam penelitian ini.

**Kata Kunci:** Harga, Promosi, Penilaian Produk dan Keputusan Pembelian

## **ABSTRACT**

*Technological developments have resulted in a shift in customer behavior from purchases through offline shops to purchases through online shops or through marketplaces. There are various online buying and selling sites (marketplaces) that keep popping up such as Tokopedia, Shopee, Bukalapak, Lazada and many more that are easy to find according to your needs. Tokopedia was able to develop into one of the most widely used marketplaces because it took into account several important factors. This study aims to obtain empirical evidence and find clarity about the effect of price, promotion, and product evaluation on purchasing decisions on the Tokopedia marketplace (a case study of students at the Widya Gama Lumajang Institute of Technology and Business). The sample research method used was purposive sampling and the analytical model used was multiple linear regression analysis. The results of the study show that partially the price, promotion, and product evaluation variables influence purchasing decisions on the Tokopedia marketplace (a case study of students at the Widya Gama Lumajang Institute of Technology and Business). While the value of the coefficient of determination (R-Square) in this study is 0.207 or 20.7% indicating that the contribution of price, promotion and product evaluation to purchasing decisions is 20.7%, while the remaining 0.793 or 79.3% is influenced by other variables not included in this study.*

**Keywords: Price, Promotion, Product Assessment and Purchase Decision**