

ABSTRAK

Shopee merupakan tempat berbelanja *online* yang dominan di Asia Tenggara dan Taiwan. Diterbitkan pada tahun 2015, Shopee menawarkan pengalaman belanja *online* yang mudah, aman dan cepat melalui dukungan pembayaran dan logistik yang kuat. Pada kuartal III tahun 2023, Shopee telah mencatat posisi *e-commerce* teratas dengan jumlah pengunjung mencapai 216 juta. Penelitian ini dilakukan untuk melihat dampak ulasan produk, harga jual dan kualitas produk terhadap *impulse buying* di *online shop* shopee (studi mahasiswa institut teknologi dan bisnis widya gama lumajang). Teknik pengkajian diaplikasikan pada pengkajian ini yaitu kuantitatif. Informasi diakumulasi dengan mengedarkan kuesioner kepada 60 responden. Populasi dalam penelitian ini yaitu mahasiswa Institut Teknologi dan Bisnis Widya Gama Lumajang Prodi Manajemen kelas A semester 8 yang pernah melakukan transaksi pembelian pada *e-commerce* Shopee dan teknik sampling yang digunakan dalam penelitian ini yaitu teknik *sampling purposive*. Dalam penelitian ini pengujian hipotesis dilakukan dengan teknik analisis regresi linier berganda. Setelah dilakukan pengujian secara parsial atau uji t didapatkan hasil sebagai berikut: 1) ulasan produk tidak berpengaruh terhadap *impulse buying* di *online shop* shopee (studi mahasiswa institut teknologi dan bisnis widya gama lumajang). 2) Harga jual berpengaruh terhadap *impulse buying* di *online shop* shopee (studi mahasiswa institut teknologi dan bisnis widya gama lumajang). 3) Kualitas produk terhadap *impulse buying* di *online shop* shopee (studi mahasiswa institut teknologi dan bisnis widya gama lumajang).

Kata Kunci : Ulasan Produk , Harga Jual , Kualitas Produk dan Impulse Buying



ABSTRACT

Shopee is the dominant online shopping platform in Southeast Asia and Taiwan. Launched in 2015, Shopee offers an easy, secure and fast online shopping experience through strong payment and logistics support. In the third quarter of 2023, Shopee has recorded the top e-commerce position with 216 million visitors. This study was conducted to see the impact of product reviews, selling prices and product quality in purchase in online shop shopee (study of students of the Institute of Technology and Business Widya Gama Lumajang). The research assessment technique applied in this study is quantitative. Information is accumulated with circulating a list of questions to 60 informan. The group in this study were students from the Widya Gama Lumajang Institute of Technology and Business, Management Study Program class A semester 8 who had made purchase transactions in Shopee e-commerce and the sampling technique used in this study was purposive sampling technique. In this study, conjecture checking was carried out using multiple linear regression analysis method. After partial testing or t test, the following results were obtained: 1) Product reviews not have a on impulse buying in online shop shopee (study of students of the Institute of Technology and Business Widya Gama Lumajang). 2) The selling price has an effect on impulse buying in online shop shopee (study of students of the Institute of Technology and Business Widya Gama Lumajang). 3) Product quality has an effect on impulse buying in online shop shopee (study of students of the Institute of Technology and Business Widya Gama Lumajang).

Keywords: Product Reviews, Selling Price, Product Quality and Impulse Buying

