

ABSTRAK

Kenyamanan dan kecepatan menjadikan belanja *online* sebagai pilihan populer di kalangan konsumen Indonesia. Serta banyaknya penawaran berupa *voucher* diskon dan promo gratis ongkos kirim yang ditawarkan *marketplace* shopee dan strategi *seller* berupa sistem *cashback seller* menjadi daya tarik tersendiri bagi konsumen. Penelitian ini bertujuan untuk menganalisis bagaimana *voucher* diskon, promo gratis ongkos kirim, dan sistem *cashback seller* mempengaruhi keputusan pembelian pada pengguna shopee di *group chat* Telegram.

Penelitian ini menggunakan teknik kuantitatif berdasarkan penelitian survei. Pengambilan sampel dilakukan dengan teknik *purposive sampling*, melalui rumus *hair et al* diperoleh sebanyak 144 responden yang merupakan pengguna shopee yang tergabung dalam *group chat telegram* dengan metode pengumpulan data melalui *google formulir*. Analisis berganda dan deskriptif, uji validitas dan reliabilitas instrumen penelitian, serta uji asumsi klasik seperti heteroskedastisitas, multikolinearitas, dan normalitas merupakan bagian dari analisis data. Uji R^2 , uji f , dan uji t merupakan komponen rangkaian pengujian hipotesis.

Hasil dalam penelitian ini adalah berdasarkan uji statistik t diketahui bahwa variabel *voucher* diskon (X_1) memberikan pengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace* shopee, dengan t hitung $6,067 > t$ tabel $1,977$ dan nilai signifikansinya yaitu $0,000 < 0,05$. Variabel promo gratis ongkos kirim memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, dengan t hitung $5,137 > t$ tabel $1,977$ dan nilai signifikansinya yaitu $0,000 < 0,05$. Variabel sistem *cashback seller* memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, dengan t hitung $3,582 > t$ tabel $1,977$ dan nilai signifikansinya yaitu $0,000 < 0,05$. Dan terakhir, melalui uji statistik f secara bersamaan diketahui semua variabel *voucher* diskon, promo gratis ongkos kirim dan sistem *cashback seller* memberikan pengaruh terhadap keputusan pembelian, dengan f hitung $112,857 > f$ tabel $2,67$ dan nilai signifikansinya yaitu $0,000 < 0,05$. Hal ini juga ditunjukkan dengan nilai *Adjusted R Square* sebesar $0,701$ atau $70,1\%$ yang menunjukkan bahwa keputusan pembelian di *marketplace* Shopee dipengaruhi oleh *voucher* diskon, promo gratis ongkos kirim, dan sistem *cashback seller*.

Kata Kunci: *Voucher* Diskon, Promo Gratis Ongkos Kirim, Sistem *Cashback Seller*, Keputusan Pembelian

ABSTRACT

Convenience and speed make online shopping a popular choice among Indonesian consumers. As well as the many offers in the form of discount vouchers and free shipping promos offered by the Shopee marketplace and seller strategies in the form of a seller cashback system, this is a special attraction for consumers. This research aims to analyze how discount vouchers, free shipping promos, and seller cashback systems influence purchasing decisions among Shopee users in Telegram chat groups.

This research uses quantitative techniques based on survey research. Sampling was carried out using a purposive sampling technique, using the Hair et al formula, 144 respondents were obtained who were Shopee users who were members of the Telegram chat group using the data collection method via Google forms. Multiple and descriptive analysis, validity and reliability tests of research instruments, as well as classical assumption tests such as heteroscedasticity, multicollinearity and normality are part of the data analysis. The R² test, f test, and t test are components of a hypothesis testing series.

The results of this research are based on the t statistical test, it is known that the discount voucher variable (X1) has a positive and significant influence on purchasing decisions in the Shopee marketplace, with t calculated $6.067 > t$ table 1.977 and the significance value is $0.000 < 0.05$. The free shipping promo variable has a positive and significant influence on purchasing decisions, with t count $5.137 > t$ table 1.977 and the significance value is $0.000 < 0.05$. The cashback seller system variable has a positive and significant influence on purchasing decisions, with t count $3.582 > t$ table 1.977 and the significance value is $0.000 < 0.05$. And finally, through the f statistical test simultaneously it is known that all the discount voucher variables, free shipping promos and seller cashback systems have an influence on purchasing decisions, with calculated f $112.857 > f$ table 2.67 and the significance value is $0.000 < 0.05$. This is also shown by the Adjusted R Square value of 0.701 or 70.1% , which shows that purchasing decisions on the Shopee marketplace are influenced by discount vouchers, free shipping promos, and the seller's cashback system.

Keywords: *Discount Voucher, Free Shipping Promo, Seller Cashback System, Purchase Decision*