**Judul Penelitian : Pengaruh Diskon, Biaya Ongkos Kirim Dan *Customer Review* Terhadap Keputusan Pembelian Di Shopee**

**(Studi Pada Mahasiswa Uniska Fakultas Ekonomi Prodi Manajemen Angkatan Tahun 2020)**

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# ABSTRAK

Penelitian ini menganalisis pengaruh diskon, biaya ongkos kirim dan *customer review* terhadap keputusan pembelian di shopee (Studi Pada Mahasiswa Uniska Fakultas Ekonomi Prodi Manajemen Angkatan Tahun 2020). Metode kuantitatif digunakan dengan sampel 80 konsumen yang diambil secara *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis dengan uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, R², uji t, dan uji f. Hasil penelitian ini menunjukkan bahwa Diskon secara parsial berpengaruh signifikan terhadap keputusan pembelian nilai signifikansi sebesar 0,001 < 0,05. Biaya ongkos kirim secara parsial berpengaruh signifikan terhadap keputusan pembelian nilai signifikansi sebesar 0,000 < 0,05. *Customer review* secara parsial berpengaruh signifikan terhadap keputusan pembelian nilai signifikansi sebesar 0,000 < 0,05. Sedangkan Diskon, Biaya ongkos kirim dan C*ustomer review* secara simultan berpengaruh signifikan terhadap keputusan pembelian nilai signifikansi sebesar 0,000 < 0,05.

**Kata Kunci*:***Diskon*,* Biaya Ongkos Kirim, *Customer Review,* dan Keputusan Pembelian

***Title of Research* : *The Influence of Discounts, Shipping Costs, and Customer Reviews on Purchase Decisions on Shopee***

***(A Study on Students of Uniska Faculty of Economics, Management Program, Class of 2020).***

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# *Abstract*

*This study analyzes the influence of discounts, shipping costs, and customer reviews on purchase decisions on Shopee (A Study on Students of Uniska Faculty of Economics, Management Program, Class of 2020). A quantitative method was used with a sample of 80 consumers selected through purposive sampling. Data were collected using questionnaires and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression, R², t-test, and F-test. The results of this study show that discounts, partially, have a significant effect on purchase decisions, with a significance value of 0.001 < 0.05. Shipping costs, partially, have a significant effect on purchase decisions, with a significance value of 0.000 < 0.05. Customer reviews, partially, have a significant effect on purchase decisions, with a significance value of 0.000 < 0.05. Meanwhile, discounts, shipping costs, and customer reviews simultaneously have a significant effect on purchase decisions, with a significance value of 0.000 < 0.05.*

***Keywords****: Discounts, Shipping Costs, Customer Reviews, Purchase Decisions*