

ABSTRAK

Penelitian ini ditujukan untuk mengamati pengaruh *promotion mix* terhadap keputusan pembelian di Shopee pada mahasiswa Pendidikan Ekonomi reguler A Fakultas Keguruan dan Ilmu Pendidikan Universitas Tanjungpura. Metode penelitian yang diaplikasikan adalah deskriptif dengan studi korelasi. Sumber data dalam penelitian ini adalah mahasiswa aktif pendidikan ekonomi reguler A dengan sampel sebanyak 126 orang. Teknik pengambilan sampel mengaplikasikan metode purposive sampling dan datanya didapat dari kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang diaplikasikan adalah analisis regresi sederhana, uji t, dan koefisien determinansi (R^2). Hasil dari penelitian ini mengungkapkan bahwa: 1) persepsi mahasiswa pendidikan ekonomi reguler A Fakultas Keguruan dan Ilmu Pendidikan Universitas Tanjungpura mengenai *promotion mix* Shopee termasuk dalam kategori sangat tinggi yaitu 83,90%. 2) keputusan pembelian di Shopee mahasiswa pendidikan ekonomi reguler A Fakultas Keguruan dan Ilmu Pendidikan Universitas Tanjungpura termasuk dalam kategori sangat tinggi yaitu 83,70%. 3) *promotion mix* mempengaruhi keputusan pembelian di Shopee pada mahasiswa pendidikan ekonomi reguler A Fakultas Keguruan dan Ilmu Pendidikan Universitas Tanjungpura sebesar 79,2% dengan nilai *t*-hitung sebesar 21,725 dan signifikansi sebesar 0,000.

Kata kunci: Bauran Promosi, Keputusan Pembelian, Shopee

ABSTRACT

This study was aimed at observing the effect of the promotion mix on purchasing decisions at Shopee for regular Economics Education students A at the Faculty of Teacher Training and Education, University of Tanjungpura. The research method applied is descriptive with a correlation study. The data source in this study were active students of regular economic education A with a sample of 126 people. The sampling technique applied the purposive sampling method and the data were obtained from questionnaires that had been tested for validity and reliability. The data analysis technique applied is simple regression analysis, t test, and the coefficient of determination (R^2). The results of this study reveal that: 1) the perception of regular economic education students A at the Teaching and Education Faculty of Tanjungpura University regarding the Shopee promotion mix is included in the very high category, namely 83.90%. 2) the purchase decision at Shopee for regular economic education students, the Faculty of Teacher Training and Education, Tanjungpura University, is in the very high category, namely 83.70%. 3) the promotion mix influences purchasing decisions at Shopee for regular economic education students A of the Teaching and Education Faculty of Tanjungpura University by 79.2% with a tcount of 21.725 and a significance of 0.000.

Keyword: Promotion Mix, Buying Decision, Shopee