

Pengaruh Potongan Harga, Gratis Ongkir Dan Live Streaming Shopping Terhadap Keputusan Pembelian Produk Lipstik OMG Pada Mahasiswa Pengguna Tiktok Shop Di Universitas Islam Darul 'Ulum Lamongan

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh potongan harga, gratis ongkir dan live streaming shopping terhadap keputusan pembelian produk lipstik OMG pada mahasiswa pengguna tiktok shop di Universitas Islam Darul 'Ulum Lamongan. Dengan menggunakan metode penelitian kuantitatif dapat diketahui bagaimana pengaruh variabel potongan harga, gratis ongkir dan live streaming shopping sebagai variabel independen dan terhadap variabel keputusan pembelian sebagai variabel dependen. Dari total 4479 Mahasiswa sebagai populasi, namn hanya 100 Mahasiswa Universitas Islam Darul 'Ulum Lamongan yang diambil untuk dijadikan sampelnya. Data yang telah dikumpulkan melalui kuisisioner selanjutnya dianalisis menggunakan teknik Accdental dan uji Hipotensis, teknik tersebut diolah dengan SPSS versi 26 untuk mebganalisis beberapa hipotesis. Kemudian darihasil penelitian ditemukan bahwa secara persial potongan harga, gratis ongkir dan live streaming shopping memiliki pengaruh terhadap keputusan pembelian.

Kata kunci: Potongan Harga, Gratis Ongkir, Live Streaming Shopping.

***The Influence of Price Discounts, Free Shipping and Live Streaming Shopping
on the Decision to Purchase OMG Lipstick Products among Students Using
Tiktok Shop at Darul 'Ulum Lamongan Islamic University***

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ABSTRACT

This research aims to examine the influence of discounts, free shipping and live streaming shopping on purchasing decisions for OMG lipstick products among students who use the TikTok shop at Darul 'Ulum Lamongan Islamic University. By using quantitative research methods, it can be seen how the variable price discounts, free shipping and live streaming shopping as independent variables influence the purchasing decision variable as the dependent variable. From a total of 4479 students as a population, only 100 students from Darul 'Ulum Lamongan Islamic University were taken as samples. The data that has been collected through questionnaires is then analyzed using the Accidental technique and Hypotension test. This technique is processed using SPSS version 26 to analyze several hypotheses. Then, from the research results, it was found that in particular, discounts, free shipping and live streaming shopping had an influence on purchasing decisions.

Keywords: Discounted Prices, Free Shipping, Live Streaming Shopping.