

## ABSTRAK

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### **ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI KEPUTUSAN PEMBELIAN PRODUK DI *ONLINE SHOP* (SHOPEE) TOKO HARLEY MOTOR**

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(xiv + 79 halaman; 5 gambar; 18 tabel; 1 lampiran)

Penjualan *online shop* di zaman ini semakin naik karena adanya fitur belanja *online* dimana pelanggan tidak perlu datang ke toko langsung. Belanja *online* sendiri bisa dijadikan sebagai alternatif untuk mengurangi waktu yang dibutuhkan, tenaga dan biaya yang diperlukan untuk datang ke toko langsung. Toko Harley Motor merupakan toko yang bergerak didalam otomotif kendaraan roda dua (motor) yang menjual produk-produk seperti sparepart motor di *online shop* melalui Shopee. Tetapi seiring berjalannya waktu, toko Harley Motor mengalami penurunan penjualan produk di pertengahan tahun sampai akhir tahun di tahun 2021 sampai 2022 yang mungkin disebabkan oleh berbagai faktor seperti liburan dan kebutuhan lainnya sehingga pelanggan mengalokasikan pengeluarannya untuk kebutuhan lain. Keputusan pembelian menjadi salah satu faktor peningkatan penjualan, tetapi keputusan pembelian sendiri dipengaruhi oleh beberapa faktor seperti kualitas produk, kualitas pelayanan, harga dan emosi. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, harga dan emosi terhadap keputusan pembelian produk *online shop* (Shopee) toko Harley Motor. Metode PLS-SEM digunakan dalam penelitian ini untuk menganalisis data dan didapatkan 400 responden dan penyebaran kuesioner dilakukan secara *online*. Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan, harga dan emosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Kemudian, ditemukan juga bahwa variabel kualitas produk juga berpengaruh tetapi tidak signifikan terhadap keputusan pembelian. Terdapat implikasi manajerial serta saran bagi penelitian selanjutnya.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Emosi, Keputusan Pembelian

Referensi : 30 (2006 - 2021)

## ABSTRACT

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**ANALYSIS OF FACTORS INFLUENCING PRODUCT PURCHASING DECISIONS AT THE ONLINE SHOP (SHOPEE) HARLEY MOTOR**  
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(xiv + 79 pages; 5 pictures; 18 tables; 1 appendices)

Online shop sales nowadays are increasing because of online shopping features where customers don't need to come to the store in person. Online shopping itself can be used as an alternative to reduce the time needed, effort, and costs required to come to the store in person. The Harley Motor shop is a shop engaged in automotive two-wheeled vehicles (motorcycles) that sells products such as motorcycle spare parts in an online shop through Shopee. However, as time goes by, Harley Motor stores experience a decline in product sales the mid-year to the end of the year in 2021 to 2022 which may be caused by various factors such as holidays and other needs so that customers adjust their spending for other needs. The purchasing decision is one of the factors to increase sales, but the purchasing decision itself is influenced by several factors such as product quality, service quality, price, and emotion. The purpose of this study was to determine the effect of product quality, service quality, price, and emotions on product purchasing decisions at the Harley Motor online shop (Shopee). The PLS-SEM method was used in this study to analyze data and get 400 respondents and questionnaires were distributed online. The results showed that the variables of service quality, price, and emotions had a positive and significant effect on purchasing decisions. Then, it was also found that the product quality variable also had an effect but not significantly on purchasing decisions. There are managerial implicits as well as suggestions for further research.

Keywords : Product Quality, Service Quality, Price, Emotions, Purchasing Decisions  
Reference : 30 (2006 - 2021)