

RINGKASAN

Perkembangan ekonomi digital yang semakin pesat membawa perubahan besar dalam perilaku konsumsi masyarakat, termasuk Indonesia. Shopee sebagai salah satu *e-commerce* terbesar di Indonesia berhasil mendominasi pasar dengan jumlah kunjungan tertinggi karena adanya persepsi harga, pendapatan, kemudahan penggunaan, keamanan akun, *cashless payment*, dan promosi rutin tanggal kembar.

Penelitian ini memilih mahasiswa FEB Unsoed sebagai objek penelitian karena FEB merupakan fakultas dengan jumlah mahasiswa terbanyak di Unsoed, sehingga relevan untuk melihat pola konsumsi belanja *online* pada kalangan mahasiswa. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, pendapatan, kemudahan penggunaan, keamanan akun, *cashless payment*, dan promosi rutin tanggal kembar baik secara bersama-sama maupun parsial terhadap preferensi pembelian barang di Shopee. Jenis penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner dengan *Google Form*. Jumlah sampel dalam penelitian ini adalah 96 mahasiswa aktif FEB Unsoed dari angkatan 2022 sampai 2024. Analisis data dilakukan menggunakan regresi linear berganda menggunakan metode OLS (*Ordinary Least Square*) dengan bantuan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa: (1) Secara bersama-sama persepsi harga, pendapatan, kemudahan penggunaan, keamanan akun, *cashless payment*, dan promosi rutin tanggal kembar berpengaruh signifikan terhadap preferensi pembelian barang di Shopee. (2) Secara parsial, persepsi harga berpengaruh positif signifikan terhadap preferensi pembelian barang di Shopee. (3) Pendapatan berpengaruh positif signifikan terhadap preferensi pembelian barang di Shopee. (4) Kemudahan penggunaan tidak berpengaruh signifikan terhadap preferensi pembelian barang di Shopee. (5) Keamanan akun tidak berpengaruh signifikan terhadap preferensi pembelian barang di Shopee. (6) *Cashless payment* berpengaruh positif signifikan terhadap preferensi pembelian barang di Shopee. (7) Promosi rutin tanggal kembar berpengaruh positif dan signifikan terhadap preferensi pembelian barang di Shopee.

Implikasi penelitian ini diharapkan dapat menjadi masukan bagi Shopee untuk meningkatkan strategi pemasaran, seperti menjaga stabilitas harga, menyesuaikan pendapatan konsumen, memperbaiki fitur keamanan akun, menambah fitur yang mudah digunakan, memperkuat sistem pembayaran digital, dan mengoptimalkan program promosi tanggal kembar. Dengan demikian, preferensi pembelian barang di Shopee terus meningkat sehingga Shopee mampu mempertahankan dominasinya sebagai *platform* belanja *online* terbesar di Indonesia.

Kata Kunci: Preferensi Konsumen, Persepsi Harga, Pendapatan, Kemudahan Penggunaan, Keamanan Akun, Cashless Payment, dan Promosi Rutin Tanggal Kembar

SUMMARY

The rapid development of the digital economy has brought about major changes in consumer behavior, including in Indonesia. Shopee, as one of the largest e-commerce platforms in Indonesia, has successfully dominated the market with the highest number of visits due to its pricing, income, ease of use, account security, cashless payment, and regular twin date promotions.

This study chose FEB Unsoed students as the research subjects because FEB is the faculty with the largest number of students at Unsoed, making it relevant to observe online shopping consumption patterns among students. This study aims to determine the influence of price perception, income, ease of use, account security, cashless payment, and regular twin date promotions, both collectively and partially, on purchasing preferences for goods on Shopee. This study uses a quantitative descriptive approach with primary data obtained through a questionnaire distributed via Google Form. The sample size in this study was 96 active FEB Unsoed students from the 2022 to 2024 cohorts. Data analysis was performed using multiple linear regression with the OLS (Ordinary Least Square) method using SPSS version 25.

The results of the study show that: (1) Together, price perception, income, ease of use, account security, cashless payment, and regular twin date promotions have a significant effect on purchasing preferences for goods on Shopee. (2) Partially, price perception has a significant positive effect on purchasing preferences for goods on Shopee. (3) Income has a significant positive effect on purchasing preferences for goods on Shopee. (4) Ease of use does not have a significant effect on purchasing preferences for goods on Shopee. (5) Account security does not have a significant effect on purchasing preferences for goods on Shopee. (6) Cashless payment has a significant positive effect on purchasing preferences for goods on Shopee. (7) Regular twin date promotions have a positive and significant effect on purchasing preferences for goods on Shopee.

The implications of this study are expected to provide input for Shopee to improve its marketing strategies, such as maintaining price stability, adjusting consumer income, improving account security features, adding easy-to-use features, strengthening the digital payment system, and optimizing twin date promotion programs. Thus, the preference for purchasing goods on Shopee will continue to increase so that Shopee can maintain its dominance as the largest online shopping platform in Indonesia.

Keywords: *Price Perception, Income, Ease of Use, Account Security, Cashless Payment, and Regular Twin Date Promotions.*