

Analisis Faktor-Faktor yang Memengaruhi Minat Beli dan Hubungannya dengan Keputusan Pembelian pada Platform E-Commerce A = Analysis of Factors Influencing Purchase Intention and Its Relationship with Purchase Decision on E-commerce Platform A

Nisrina Anbar Fadhillah, author

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Abstrak

Pesatnya perkembangan e-commerce di Indonesia telah menciptakan persaingan yang ketat di antara penjual online, sehingga diperlukan strategi yang efektif untuk menarik minat beli konsumen. Minat beli konsumen di e-commerce dapat dipengaruhi oleh berbagai faktor, seperti content marketing, live streaming, ulasan pengguna, serta penetapan harga barang. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi minat beli dan hubungannya dengan keputusan pembelian pada salah satu platform e-commerce populer di Indonesia. Variabel eksogen yang diteliti adalah content marketing, live streaming, online customer review, dan harga. Sementara variabel endogen yang diteliti adalah minat beli dan keputusan pembelian. Data dikumpulkan dari 200 responden di Jakarta menggunakan metode purposive sampling, di mana responden mengisi kuesioner dengan skala Likert 1-4. Metode penelitian yang digunakan adalah Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa content marketing dan live streaming berpengaruh positif dan signifikan terhadap minat beli. Namun, online customer review dan harga tidak berpengaruh secara signifikan terhadap minat beli. Selain itu, ditemukan bahwa minat beli, online customer review, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

.....The rapid growth of e-commerce in Indonesia has intensified competition among online sellers, necessitating effective strategies to attract consumer purchase intentions. Consumer purchase intentions in e-commerce can be influenced by various factors such as content marketing, live streaming, user reviews, and product pricing. This study aims to analyze the factors influencing purchase intention and its relationship with purchase decisions on one of the popular e-commerce platforms in Indonesia. The exogenous variables examined include content marketing, live streaming, online customer reviews, and price, while the endogenous variables include purchase intention and purchase decision. Data were collected from 200 respondents in Jakarta using purposive sampling, where respondents completed a questionnaire using a Likert scale of 1-4. The research method employed was Partial Least Square (PLS). The findings revealed that content marketing and live streaming have a positive and significant effect on purchase intention. However, online customer reviews and price did not have a significant impact on purchase intention. Furthermore, it was found that purchase intention, online customer reviews, and price has a positive and significant effect on purchase decision.