

ABSTRAK

Penelitian berikut mempunyai tujuan guna mengetahui Harga, Promosi dan Variasi Produk Terhadap Keputusan Pembelian Pada E-Commerce Shopee di Desa Tanjung Kecamatan Driyorejo Kabupaten Gresik. Penelitian ini menggunakan metode kuantitatif. Populasi dari penelitian ini adalah warga desa tanjungan yang pernah berbelanja melalui E-Commerce Shope. Jumlah sampel yang digunakan dalam penelitian ini sebesar 120 responden dengan teknik pengambilan sampel purposive sampling. Hasil dari penelitian ini membuktikan bahwa Harga, Promosi dan Variasi Produk berpengaruh secara signifikan dan positif terhadap keputusan pembelian pada E-Commerce Shopee di Desa Tanjung Driyorejo Gresik.

Kata kunci: Harga, Promosi, Variasi Produk, Keputusan Pembelian

ABSTRACT

The following research has the aim of knowing the price, promotion and product variations on purchasing decisions at the E-Commerce Shopee in Tanjungan Village, Driyorejo District, Gresik Regency. This research uses quantitative methods. The population of this research is Tanjungan village residents who have shopped through the E-Commerce Shope. The number of samples used in this study was 120 respondents with purposive sampling technique. The results of this study prove that Price, Promotion and Product Variations have a significant and positive effect on purchasing decisions at E-Commerce Shopee in Tanjungan Driyorejo Village, Gresik.

Keywords: Price, Promotion, Product Variation, Purchase Decision