

## ABSTRAK

# PENGARUH PROMOSI *MARKETPLACE* SHOPEE TERHADAP PERILAKU BELANJA KONSUMEN DI MASA PANDEMI COVID-19 (Studi Kasus Pada Pengguna *Marketplace* Shopee di RT 006/RW 002 Kelurahan Cipayung, Jakarta Timur)

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(x + bab 5 + 118 hal + 8 gbr + 35 tabel + 5 lampiran + 24 bibl (2012 – 2021))

Pada tahun 2019, seluruh dunia dihadapkan dengan kehadiran Covid-19 di Wuhan, China. Setahun kemudian, pandemi Covid-19 masih melanda Indonesia sehingga membuat pemerintah memutuskan untuk menerapkan kebijakan PPKM. Kebijakan PPKM ini, berdampak pada perusahaan-perusahaan besar dan juga UMKM di Indonesia. Hal itulah yang akhirnya membuat mereka mulai melirik dan beralih dengan menjual produk atau jasa melalui *Marketplace*, karena dirasa dapat menjadi solusi yang efektif di masa pandemi Covid-19. Penelitian ini menggunakan Teori Perilaku Konsumen, yaitu mempelajari tentang sebuah tindakan individu terhadap sebuah produk, jasa, atau perusahaan yang meliputi proses pengambilan keputusan seorang konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis data Regresi Linier Sederhana dengan menggunakan Aplikasi Program SPSS Versi 25. Lokasi penelitian dan sampel dalam penelitian ini adalah Warga di RT 006/RW 002 Kelurahan Cipayung, Jakarta Timur. Sampel dilakukan dengan metode Purposive Sampling. Pengumpulan data dilakukan dengan menyebarkan kuesioner berbentuk Google Form kepada jumlah sampel yang telah ditentukan. Hasil analisis Regresi Linier Sederhana  $Y = 8,053 + 1,056X$ , yang artinya bahwa perubahan perilaku belanja konsumen dapat dipengaruhi oleh promosi *marketplace* Shopee. Dari hasil uji t Variabel X nilai sign sebesar 0.000 yang menunjukkan bahwa adanya signifikansi pada variabel ini. Dan secara simultan nilai sign 0.000 artinya menandakan adanya pengaruh yang signifikan, atau dapat dikatakan bahwa Pengaruh Promosi *Marketplace* Shopee Terhadap Perubahan Perilaku Belanja Konsumen di Masa Pandemi Covid-19 adalah Signifikan. Nilai Koefisien Determinasi ( $R^2$ ) sebesar 0.610, yang artinya bahwa 61% perubahan perilaku belanja konsumen di masa pandemi covid-19 dapat dipengaruhi oleh promosi *marketplace* Shopee. Sehingga dapat ditarik kesimpulan bahwa terdapat pengaruh promosi *marketplace* Shopee terhadap perubahan perilaku belanja konsumen di masa pandemi Covid-19.

**Kata kunci:** Promosi, Shopee, Perilaku Konsumen, Covid-19

## **ABSTRACT**

*In 2019, the whole world was faced with the presence of Covid-19 in Wuhan, China. A year later, the Covid-19 pandemic still hit Indonesia, making the government decide to implement the PPKM policy. This PPKM policy has an impact on large companies and also UMKM in Indonesia. That's what finally made them start to look and switch to selling products or services through the Marketplace, because they felt it could be an effective solution during the Covid-19 pandemic. This research uses Consumer Behavior Theory, which is studying an individual's action on a product, service, or company which includes a consumer's decision-making process. This study uses a quantitative approach with a simple linear regression data analysis method using the SPSS version 25 application program. The samples in this study were residents of RT 006/RW 002, Cipayung Village, East Jakarta. Samples were carried out by purposive sampling method. Data was collected by distributing a questionnaire in the form of a Google Form to a predetermined number of samples. The results of the Simple Linear Regression analysis  $Y = 8.053 + 1.056X$ , which means that changes in consumer shopping behavior can be influenced by Shopee marketplace promotions. From the results of the t-test of Variable X the sign value is 0.000 which indicates that there is significance in this variable. And simultaneously the sign value 0.000 means that it indicates a significant influence, or it can be said that the Effect of Shopee Marketplace Promotion on Changes in Consumer Shopping Behavior in the Covid-19 Pandemic Period is Significant. The coefficient of determination ( $R^2$ ) is 0.610, which means that 61% of changes in consumer shopping behavior during the COVID-19 pandemic can be influenced by Shopee marketplace promotions. So it can be concluded that there is an effect of Shopee marketplace promotion on changes in consumer shopping behavior during the Covid-19 pandemic.*

**Keywords:** Promotion, Shopee, Consumer Behavior, Covid-19