

ABSTRAK

DINNA PRADINA NIM 2017176048. Pengaruh Metode Pembayaran COD Terhadap Keputusan Pembelian di Marketplace Shopee. Dibawah bimbingan H.PERIS HAMDANUR SE,MM

Menurut (*Badan Pusat Statistik, 2020*) Mayoritas pembeli yang berbelanja *online* masih menggunakan metode pembayaran bayar di tempat atau *Cash on Delivery* (COD) yakni sebanyak 73,04%, aplikasi *marketplace* Shopee berada di urutan pertama *e-commerce* dengan jumlah pengunjung situs terbesar di Indonesia pada tahun 2020, rata-rata kunjungan bulanan ke Shopee tercatat sebesar 129,3 juta. Sesudah menggunakan layanan COD pada tahun 2018 jumlah pengguna dan pendapatan Shopee kian meningkat. Masalah dalam penelitian ini adalah seberapa besar pengaruh metode pembayaran COD (X) terhadap keputusan pembelian (Y) di *marketplace* Shopee. Jenis penelitian ini adalah deskriptif kuantitatif. Karena populasi pengguna *marketplace* Shopee tidak diketahui secara pasti maka teknik pengambilan sampel dalam penelitian ini menggunakan non-probability jenis purposive sampling. Jumlah sampel pada penelitian ini adalah 100 responden dan kuesioner berbasis *online* menggunakan google form. Persamaan analisis regresi sederhana $Y = 2.771 + 0.569X + 0,05$. Hasil dari kuesioner Variabel metode pembayaran COD (X) adalah setuju dengan nilai rata-rata 2.97 nilai tersebut berada pada interval 2,51 – 3,25. Nilai rata-rata tertinggi sebesar 3,52 dengan pernyataan COD memberikan kemudahan bagi pembeli yang tidak memiliki ATM, M-banking dan Internet banking. Maka Hasil dari perhitungan kuesioner mengenai metode pembayaran COD di *marketplace* Shopee menyatakan bahwa metode pembayaran COD memiliki pengaruh terhadap keputusan pembelian di *marketplace* Shopee. Hasil dari kuesioner Variabel keputusan pembelian (Y) adalah setuju dengan nilai rata-rata 2.83 nilai tersebut berada pada interval 2,51 – 3,25. Nilai rata-rata tertinggi sebesar 3,15 dengan pernyataan saya yakin akan keputusan saya menggunakan layanan COD karena dijamin keamanannya oleh *marketplace* Shopee. Maka Hasil dari perhitungan kuesioner mengenai keputusan pembelian di *marketplace* Shopee menyatakan bahwa metode pembayaran COD memiliki pengaruh terhadap keputusan pembelian di *marketplace* Shopee. Kata Kunci: Keputusan Pembelian, *Marketplace*, Metode Pembayaran COD, Shopee

iii

ABSTRACT

DINNA PRADINA NIM 2017176048. The Effect of COD Payment Methods on Purchasing Decisions on Shopee Marketplace. Under the guidance of H.PERIS HAMDANUR SE,MM.

According to (*Central Statistics Agency, 2020*) The majority of shoppers who shop *online* still use on-site payment methods or *Cash on Delivery* (COD) which is 73.04%, *Shopee marketplace* application is the first *e-commerce* with the largest number of site visitors in Indonesia in 2020, the average monthly visit to *Shopee* was recorded at 129.3 million. After using COD services in 2018 the number of users and revenues of *Shopee* increased. The problem in the study was how much influence COD(X) payment methods had on purchasing decisions (Y) on *shopee marketplaces*. This type of research is descriptively quantitative. Because the population of *Shopee marketplace* users is not known with certainty, the sampling technique in this study uses non-probability type purposive sampling. The sample number in the study was 100 respondents and *online-based* questionnaires using google form. Simple regression analysis equation $Y = 2,771 + 0.569X + 0.05$. The result of the variable questionnaire of the COD payment method (X) is to agree with the average value of 2.97 the value is at intervals of 2.51 – 3.25. The highest average value of 3.52 with a

COD statement provides convenience for buyers who do not have ATMs, M-banking and Internet banking. So the results of the calculation of questionnaires regarding COD payment methods in the Shopee marketplace state that COD payment methods have an influence on purchasing decisions in the Shopee marketplace. The results of the questionnaire Variable purchasing decisions (Y) is to agree with the average value of 2.83 values are at intervals of 2.51 - 3.25. The highest average value is 3.15 with my statement confident in my decision to use COD services because it is guaranteed security by shopee marketplace. So the results of the calculation of questionnaires regarding purchasing decisions on the Shopee marketplace state that COD payment methods have an influence on purchasing decisions in the Shopee marketplace.

Keywords: Purchase Decision, Marketplace, COD Payment Method, Shopee