

THE INFLUENCE ONLINE SHOPPING ATTITUDE AND PRICE TOWERDS CONSUMER PURCHASING DECISION ON SHOPEE BIG SALE EVENT IN BENGKALIS REGENCY

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ABSTRACT

This study aims to determine the influence of online shopping attitude and price on consumer purchasing decisions at the Shopee big sale event in Bengkalis Regency. The sample objects in this study are consumers who have made purchases at Shopee big sale events in Bengkalis Regency. This study uses a quantitative method using *non-probability* sampling method with *purposive sampling*. The sample in this study was 100 respondents, processing data using the SPSS 25 application with multiple linear regression analysis testing which included validity test, reliability test, Ttest, Ftest and the coefficient of determination (R^2). The results showed that: 1) online shopping attitudes had a positive and significant effect on purchasing decisions at the Shopee big sale event, 2) the price had a positive and significant effect on purchasing decisions at the Shopee big sale event, 3) the determinant coefficient (R^2) was 0.204. This means that the online shopping attitude and price variables affect purchasing decisions at the Shopee big sale event by 20.4% while the rest or 79.6% is influenced by other variables not examined in this study.

Keywords: Online Shopping Attitude, Price, and Purchase Decision