

**ANALISIS PENGARUH POTONGAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN PERLENGKAPAN GAMING
PADA PLATFORM SHOPEE
(Studi Kasus Masyarakat Bengkalis)**

Nama : Rakhmadhan
NIM : 5604221049
Pembimbing : Supriati, S.ST., M.Si

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tanggapan responden tentang potongan harga pada pengguna Shopee, menganalisis tanggapan responden tentang keputusan pembelian perlengkapan gaming secara online pada pengguna Shopee, menganalisis pengaruh potongan harga terhadap keputusan pembelian perlengkapan gaming pada platform Shopee dengan studi kasus pada Masyarakat Bengkalis. Penelitian menggunakan metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik *Snowball Sampling*. Analisis data dilakukan menggunakan aplikasi SPSS yang meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear sederhana, uji koefisien determinasi, dan uji hipotesis. Dari hasil tanggapan responden terhadap variabel potongan harga diperoleh nilai rata-rata dalam kategori tinggi sebesar 4,16. Hasil tanggapan responden terhadap variabel keputusan pembelian memperoleh nilai rata-rata sangat tinggi sebesar 4,28. Dari Hasil penelitian menunjukkan bahwa potongan harga berpengaruh positif dan signifikan terhadap keputusan pembelian perlengkapan gaming pada platform Shopee. Nilai koefisien determinasi (*R Square*) sebesar 0,602 menunjukkan bahwa potongan harga mampu menjelaskan 60,2% variasi keputusan pembelian, sedangkan 39,8% dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa semakin menarik potongan harga yang ditawarkan Shopee, semakin tinggi kecenderungan Masyarakat Bengkalis untuk melakukan keputusan pembelian perlengkapan gaming.

Kata Kunci: Keputusan Pembelian, Perlengkapan *Gaming*, Potongan Harga, Shopee.

**ANALYSIS OF THE EFFECT OF PRICE DISCOUNTS ON THE
PURCHASE DECISIONS OF GAMING EQUIPMENT ON THE
SHOPEE PLATFORM**
(A Case Study of the Bengkalis Community)

Name : Rakhmadhan
Student ID : 5604221049
Supervisor : Supriati, S.ST., M.Si

ABSTRACT

This study aims to analyze respondents perceptions of price discounts among Shopee users, analyze respondents perceptions of online purchasing decisions for gaming equipment among Shopee users, and examine the effect of price discounts on purchasing decisions for gaming equipment on the Shopee platform, with a case study of the Bengkalis community. This research employed a quantitative method, with data collected through questionnaires distributed to 100 respondents selected using a Snowball sampling technique. Data were analyzed using SPSS software, including validity testing, reliability testing, classical assumption testing, simple linear regression analysis, coefficient of determination analysis, and hypothesis testing. Based on the respondents responses, the price discount variable obtained a mean score of 4.16, which was categorized as high. Meanwhile, the purchasing decision variable obtained a mean score of 4.28, which was categorized as very high. The results indicate that price discount have a positive and significant effect on purchasing decisions for gaming equipment on the Shopee platform. The coefficient of determination (R Square) value 0,602 indicates that price discounts explain 60,2% of the variation in purchasing decisions, while the remaining 39,8% is influenced by other factors not examined in this study. These findings suggest that the more attractive the price discounts offered by Shopee, the higher the tendency of the Bengkalis community to make purchasing decisions for gaming equipment.

Keywords: Purchasing Decisions, Gaming Equipment, Price Discounts, Shopee.