

ABSTRAK

Bisnis *e-commerce* yang semakin besar dan cepat, khususnya di Indonesia menyebabkan banyaknya *e-commerce* bermunculan, serta setiap *e-commerce* menawarkan keuntungan dan kemudahan yang beragam serta memunculkan persaingan yang semakin tinggi. Berdasarkan persentase *e-commerce* yang dirilis oleh *iprice.co.id*, *Shopee* menguasai pasar *e-commerce* tingkat kedua. *Shopee* menjadi *e-commerce* yang paling disukai oleh konsumen, karena *fitur-fitur* yang dihadirkan oleh *shopee* lebih interaktif dan tema yang selalu berbeda tiap momen, namun kepuasan konsumen masih sangat relative puas dan juga ada pula yang tidak puas, khususnya dikalangan anak muda yaitu mahasiswa. Tujuan penelitian ini untuk mengetahui kualitas informasi, *elektronik word of mouth*, subsidi ongkir berpengaruh signifikan terhadap keputusan pembelian *shopee* pada Mahasiswa Fakultas Ekonomi dan Bisnis Manajemen Angkatan 2018 Universitas Muhammadiyah Jember. Jenis penelitian ini adalah penelitian kausalitas. Populasi dalam penelitian ini yaitu Mahasiswa Fakultas Ekonomi dan Bisnis Manajemen Angkatan 2018 Universitas Muhammadiyah Jember yang menggunakan aplikasi *Shopee*. Sampel yang digunakan sebanyak 76 responden dengan menggunakan teknik *puposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa kualitas informasi, *elektronik word of mouth*, subsidi ongkir berpengaruh signifikan terhadap keputusan pembelian *Shopee* pada Mahasiswa Fakultas Ekonomi dan Bisnis Manajemen Angkatan 2018 Universitas Muhammadiyah Jember.

Kata kunci: Kualitas Informasi, *Elektronik Word Of Mouth*, Subsidi Ongkir, Keputusan Pembelian.

ABSTRACT

The e-commerce business is getting bigger and faster, especially in Indonesia, causing a lot of e-commerce to appear, and each e-commerce offers various advantages and conveniences and creates increasingly high competition. Based on the percentage of e-commerce released by iprice.co.id, Shopee dominates the second-tier e-commerce market. Shopee has become the most preferred e-commerce by consumers, because the features presented by Shopee are more interactive and the themes are always different at every moment, but customer satisfaction is still relatively satisfied and some are dissatisfied, especially among young people, namely students. . The purpose of this study was to determine the quality of information, electronic word of mouth, postage subsidies have a significant effect on shopee purchasing decisions for students of the 2018 Faculty of Economics and Business Management, University of Muhammadiyah Jember. This type of research is causality research. The population in this study were students of the 2018 Faculty of Economics and Business Management, Muhammadiyah University of Jember who used the Shopee application. The sample used was 76 respondents using a purposive sampling technique. The analysis tool uses multiple linear regression. The results of the study prove that the quality of information, electronic word of mouth, postage subsidies have a significant effect on Shopee purchasing decisions on students of the 2018 Faculty of Economics and Business Management, University of Muhammadiyah Jember.

Keywords : Information Quality, Electronic Word Of Mouth, Postage Subsidy, Purchase Decision.