

**ANALYSIS OF THE INFLUENCE OF EASE OF USE, PRICE
DISCOUNT, SECURITY TRANSACTION IN IMPULSIVE
BUYING DECISIONS USING E-COMMERCE AT PT. SHOPEE
INTERNATIONAL INDONESIA
(CASE STUDY IN NORTH SULAWESI)**

THESIS

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MANADO**

2020

TITLE PAGE

**ANALYSIS THE INFLUENCE OF EASE OF USE, PRICE DISCOUNT,
SECURITY TRANSACTION IN IMPULSIVE BUYING DECISIONS
USING E-COMMERCE AT PT. SHOPEE INTERNATIONAL
INDONESIA**

(CASE STUDY IN NORTH SULAWESI)

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Presented as a fulfilment of the requirement

In obtaining Bachelor Degree in Management at Faculty of Economics

Universitas Katolik De La Salle Manado

ANALYSIS OF THE INFLUENCE OF EASE OF USE, PRICE
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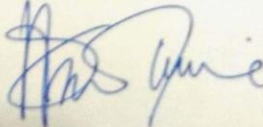
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DECISIONS USING E-COMMERCE AT PT. SHOPEE
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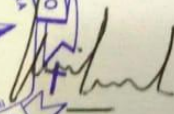
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ABSTRACT

Nada Kasih Uguy, Analyze Of The Influence Of Ease of use, Discounted price, Security transaction in impulsive buying decision using e-commerce at PT. Shopee International Indonesia (Case Study in North Sulawesi). Advised by Raco R. Jozef and Korompis J. Merry

The needs of Indonesian society today are growing rapidly. People who want to get their needs instantly are able to make a great opportunity for e-commerce in Indonesia to benefit. In this case Shopee, which is present offers a variety of products through one application. This research will analyze the influence of ease of use, discounted price, security transaction to the impulsive buying decision using e-commerce at PT. Shopee International Indonesia. This research was conducted on the community in Manado.

The sample used in this study was 80 respondents who are Shopee application users using the purposive sampling method. Data analysis techniques in this study used the validity test, reliability test, normality test, multicollinearity test, autocorrelation test, T-test, F-test.

The results of the multiple liner regression analysis is $Y = 4.113 + 0.330 + 0.158 + - 0.16$. The most influence independent variable is towards the dependent variable is ease of use (0.330), price discount (0.158), and (-0.16). T-test showed that the ease of use, have a positif and significant influence towards impulsive buying decisison, while the price discount variable have a positive and not significant influence towards impulsive buying decision, and the

security transaction have a negative and not significant influence towards impulsive buying decision. The coefficient of determination obtained from the independent variable in this research is 34.8%, while the remaining 65.2% is influenced by other variables outside the model of this research.

Keywords: Ease of use, discounted price, transaction security, impulsive buying decision

ABSTRAK

Nada Kasih Uguy, Analisis Pengaruh Kemudahan penggunaan, Potongan harga, Keamanan bertransaksi terhadap Keputusan pembelian impulsif menggunakan e-commerce pada PT. Shopee International Indonesia. (Studi Kasus di Sulawesi Utara) Dibimbing oleh Raco R. Jozef. Dan Korompis J. Merry

Kebutuhan masyarakat Indonesia saat ini berkembang dengan pesat. Masyarakat yang ingin mendapatkan kebutuhan secara instan ini mampu membuat peluang yang besar bagi e-commerce di Indonesia untuk mendapatkan keuntungan. Dalam hal ini Shopee, yang hadir menawarkan berbagai produk lewat satu aplikasi. Penelitian ini akan menganalisa pengaruh kemudahan penggunaan, potongan harga, keamanan bertransaksi terhadap keputusan pembelian impulsif menggunakan e-commerce pada PT. Shopee International Indonesia. Penelitian ini dilakukan pada masyarakat di Manado.

Sampel yang digunakan dalam penelitian ini adalah 80 responden yang merupakan pengguna aplikasi Shopee dengan menggunakan metode purposive sampling. Teknik analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji autokorelasi, uji-T, uji-F.

Hasil analisis regresi berganda adalah $Y = 4,113 + 0,330 + 0,158 + -0,16$. Variabel bebas yang paling berpengaruh terhadap variabel terikat adalah kemudahan penggunaan (0,330), diskon harga (0,158), dan (-0,16). T-test menunjukkan bahwa kemudahan penggunaan, memiliki pengaruh positif dan

signifikan terhadap keputusan pembelian impulsif, sedangkan variabel diskon harga memiliki pengaruh positif dan tidak signifikan terhadap keputusan pembelian impulsif, dan transaksi keamanan memiliki pengaruh negatif dan tidak signifikan terhadap keputusan pembelian impulsif. Koefisien determinasi yang diperoleh dari variabel independen dalam penelitian ini adalah 34,8%, sedangkan sisanya 65,2% dipengaruhi oleh variabel lain di luar model penelitian ini.

Kata kunci: Kemudahan Penggunaan, Potongan Harga, Keamanan Bertransaksi, Keputusan Pembelian Impulsif

ACKNOWLEDGMENT

All of this would not have happened without the guidance of God's grace in my life, I thank the Lord Jesus Christ who always blessed, provided wisdom, and strengthened me especially during the thesis writing process. With his guidance I was able to complete this thesis with the title "Analysis of the influence of Ease of Use, Discounted Prices, Security Transactions in impulsive buying decisions using e-commerce at PT. Shopee International Indonesia" which was written as one of the requirements for obtaining a Bachelor of Management in the Faculty of Economics, De La Salle University.

Also with a grateful heart, I want to thank:

1. My beloved family : My father Nolly Uguy, My mother Meisty J. Mandey, and My brother Birama Kisah Uguy thank you for your love, support, understanding, help, and prayers that means a lot to me until now.
2. Prof. DR. Johanis Ohoitumur, as the Rector of Unika De La Salle Manado.
3. Octavianus M. Muaja, SE., MM., as the Dean of the Faculty of Economics, Unika De La Salle Manado.
4. Loureine P. Sumual, SE., M.F.M, as the Head of Management Department in Faculty of Economics in Unika De La Salle Manado.
5. Dr. Jozef R. Raco, M.Sc, as my advisor I that help, motivate me to make and finish this thesis research.

6. Merry J. Korompis, SE., MM, as my advisor II that help, giving me advice and motivate me to make and finish this thesis research.
7. Joseph J. Turambi, SE., M.Sc, as my academic supervisor who always provide motivation for the author during the learning period in collage.
8. Teddy Y. Tandaju, SE., M.B.A (Adv) as my examiner I.
9. Patricia G.J Petrus, SE., MM, as my examiner II.
10. All the lectures and staff in Faculty of Economics in Unika De La Salle Manado.
11. A heartfelt thanks goes to my dearest Rio, Jurgen, Vincen, Ayi, Raysaa, Tiara, Monika, Sasya, Jiel, Ria, Lanny, Michelle, Juan, Yanny, Notscha. And special thanks to my best friends, GB Squad, Meltin, Melva, Lingling, Inka, Inggrit, Emmanuela, Junia, Nadine for all your love, prayers, and strength and also always accompany me to having this thesis research.
12. Thank you for Khalifa friend's and all my classmate in Management 2016 who always give support, motivation, help, and that always there for me.

The student realized that this report is not perfect. The student apologizes for anything that might be wrong and unclear in this report, so any critics and suggestion are very welcomed. Hopefully, this report will be usefull for anyone who reads it.

Manado, July 29th 2020

Student.

STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis statement, state that this thesis:
**ANALYSIS THE INFLUENCE OF EASY OF USE, PRICE DISCOUNT,
SECURITY TRANSACTION IN IMPULSIVE BUYING DECISIONS
USING E-COMMERCE AT PT. SHOPEE INTERNATIONAL
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Is truly my originality work.

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Manado, August 05th 2020

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