

ABSTRAK

Perkembangan era digital saat ini mempermudah aktivitas masyarakat dalam proses jual dan beli. Hal tersebut didukung munculnya *marketplace*, salah satunya adalah Shopee. Shopee memiliki fitur berupa garansi produk, diskon, *flash sale*, dan *e-service quality* yang dapat dimanfaatkan, sehingga dapat menarik pembeli untuk melakukan pembelian. Namun terdapat fenomena yang terjadi, salah satunya permasalahan pada garansi produk, diskon, *flash sale*, dan *e-service quality*, sehingga mendorong untuk dilakukan penelitian. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui dan menganalisis pengaruh garansi produk, diskon, *flash sale* dan *e-service quality* terhadap keputusan pembelian oleh pengguna pada *marketplace* shopee. Jumlah sampel yang digunakan adalah 100 responden dengan teknik *purposive sampling* menggunakan software SPSS 25 dan SmartPLS 4.0. Teknik analisis yang digunakan antara lain uji validitas, uji reliabilitas, *outer model*, *inner model*, dan uji hipotesis. Hasil uji variabel secara parsial menyatakan bahwa garansi produk, diskon, dan *e-service quality* berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *flash sale* tidak berpengaruh positif signifikan terhadap keputusan pembelian.

Kata kunci: Garansi Produk, Diskon, *Flash Sale*, *E-Service Quality*, Shopee.

ABSTRACT

The development of the current digital era makes it easier for people to do their buying and selling activities. This is supported by the emergence of marketplaces, one of which is Shopee. Shopee has features in the form of product warranties, discounts, flash sales, and e-service quality that can be utilized, so that it can attract buyers to make purchases. However, there is a phenomenon that occurs, one of which is the problem of product warranties, discounts, flash sales, and e-service quality, thus encouraging research to be conducted. This study is a quantitative study that aims to determine and analyze the effect of product warranties, discounts, flash sales and e-service quality on purchasing decisions by users on the Shopee marketplace. The number of samples used was 100 respondents with purposive sampling techniques using SPSS 25 and SmartPLS 4.0 software. The analysis techniques used include validity tests, reliability tests, outer models, inner models, and hypothesis tests. The results of the partial variable test stated that product warranties, discounts, and e-service quality had a positive and significant effect on purchasing decisions, while flash sales did not have a significant positive effect on purchasing decisions.

Keywords: Product Guarantee, Discount, Flash Sale, E-Service Quality, Shopee.