

## **ABSTRAK**

Dewasa ini penjualan serta pembelian dari suatu produk sudah banyak yang dilakukan dengan melalui *E-commerce* atau dilakukan secara online. Dalam pemenuhan kebutuhan sehari-hari menggunakan *E-commerce* dinilai lebih mudah dan terjangkau, serta dapat mengubah perilaku masyarakat termasuk minat beli pelanggan. Shopee memiliki fitur baru yang belum ada pada *marketplace* lain, yaitu jasa pengantar makanan siap saji Shopee Food. Harga, promosi, dan kualitas layanan yang ditawarkan *E-commerce* menjadi faktor yang dipertimbangkan untuk masyarakat melakukan transaksi. Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi, kualitas layanan terhadap minat beli ulang pengguna Shopee Food.

Pada penelitian ini menggunakan metode kuantitatif. Teknik analisis data menggunakan analisis regresi linier berganda dengan mengolah data dari kuesioner yang diisi oleh 100 responden mahasiswa di Yogyakarta pengguna aplikasi Shopee yang sudah menggunakan layanan Shopee Food, olah data menggunakan SPSS. Terdapat Uji Validitas dan Uji Reliabilitas; Uji Asumsi Klasik; serta Uji t, Uji F, dan Koefisien Determinasi.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh harga, promosi, kualitas layanan terhadap minat beli ulang pengguna Shopee Food, baik secara parsial maupun secara simultan. Masing-masing variabel harga, promosi, kualitas layanan berpengaruh positif dan signifikan terhadap minat beli ulang pengguna Shopee Food.

*Kata kunci: Harga, Promosi, Kualitas Layanan, Minat Beli Ulang*

## **ABSTRACT**

*Today the sale and purchase of a product has been done through E-commerce or done online. In fulfilling daily needs using E-commerce is considered easier and affordable and can change people's behavior including customer buying interests. Shopee has a new feature that does not yet exist in other marketplaces, namely Shopee Food ready-to-eat food delivery services. The price, promotion, and quality of services offered by E-commerce are factors that are considered for the public to make transactions. This research aims to find out the effect of price, promotion, quality of service on the buy-back interest of Shopee Food users.*

*This study uses quantitative methods. Data analysis technique uses multiple linear regression analysis by processing data from questionnaires filled out by 100 student respondents in Yogyakarta Shopee application users who already use Shopee Food services, processing data using SPSS. There is a Validity Test and Reliability Test; Classic Assumption Test; as well as the t Test, F Test, and Coefficient of Determination.*

*The results of this study show that there is an influence of price, promotion, quality of service on the buying interest of Shopee Food users, both partially and simultaneously. Each of the price variables, promotions, quality of service has a positive and significant effect on shopee food users' buying interest.*

*Keywords: Price, Promotion, Quality of Service, Re-Buying Interest*