

Abstrak

The COVID-19 pandemic has changed people's shopping patterns, from visiting shopping places such as malls, markets, and shops, to shopping online to E-Commerce applications, one of which is the shopee application. The many demands for needs along with limited access to outside the house make consumers shift their shopping patterns so that they make purchasing decisions through online shopping applications available on the internet. This research was conducted to find out how much influence consumers' perceptions of usefulness and motivation have on purchasing decisions on the Shopee application during the COVID19 pandemic through a quantitative approach. The subjects of this study were 385 students of UIN Sunan Gunung Djati Bandung who used the shopee application and analyzed using multinominal logistic regression. The results showed that each of the perceptions of usefulness and consumer motivation had a partial effect on decisions with a significance ($0.00 < 0.05$), and perceptions of usefulness and consumer motivation had a simultaneous influence on purchasing decisions of 21.7% ($0.05 > 0.217$).

Keywords: perceived usefulness, consumer motivation, purchase decision

Pandemi COVID-19 mengubah pola berbelanja masyarakat, dari mendatangi tempat perbelanjaan seperti mall, pasar, dan toko, menjadi berbelanja online ke aplikasi E-Commerce, salah satunya aplikasi shopee. Banyaknya tuntutan kebutuhan bersamaan dengan dibatasinya akses keluar rumah membuat konsumen mengalihkan pola berbelanja sehingga membuat keputusan pembelian melalui aplikasi belanja online yang tersedia di internet. Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh persepsi kebermanfaatan dan motivasi konsumen terhadap keputusan pembelian pada aplikasi shopee di masa pandemi COVID19 melalui pendekatan kuantitatif. Subjek penelitian ini yaitu 385 mahasiswa UIN Sunan Gunung Djati Bandung yang menggunakan aplikasi shopee dan dianalisis menggunakan regresi logistic multinominal. Hasil penelitian menunjukkan bahwa masing-masing dari persepsi kebermanfaatan dan motivasi konsumen berpengaruh secara parsial terhadap keputusan dengan signifikansi ($0,00 < 0,05$), dan persepsi kebermanfaatan serta motivasi konsumen memiliki pengaruh secara simultan terhadap keputusan pembelian sebesar 21,7% ($0,05 > 0,217$).

Kata kunci: Persepsi kebermanfaatan, Motivasi konsumen, Keputusan Pembelian