

ABSTRAK

Judul	: Analisis Perbandingan Perilaku Belanja Secara Online Melalui Shopee dan Tokopedia Di Masa Pandemi Covid-19
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Program Studi	: Manajemen
Pembimbing	: Eka Bertuah

Tujuan penelitian ini adalah untuk mengetahui perbedaan keputusan pembelian *e-commerce* Shopee dan Tokopedia berdasarkan kepercayaan, kemudahan, dan promosi penjualan. Populasi penelitian adalah seluruh konsumen yang pernah membeli di *e-commerce* Shopee atau Tokopedia. Konsumen yang melakukan pembelian di *e-commerce* Shopee dan Tokopedia dilakukan sejak bulan Maret (masa pandemi Covid-19) dengan jumlah sampel sebanyak 200, masing-masing 100 konsumen Shopee dan 100 konsume Tokopedia. Penelitian ini menggunakan metode analisis diskriminan. Hasil penelitian menunjukan bahwa terdapat perbedaan keputusan pembelian *e-commerce* Shopee dan Tokopedia. Kepercayaan dapat menjadi faktor yang membedakan keputusan pembelian *e-commerce* Shopee dan Tokopedia.

Kata Kunci : Kepercayaan, Kemudahan, Promosi Penjualan, Keputusan Pembelian

ABSTRACT

<i>Title</i>	: <i>Comparative Analysis of Online Shopping Behavior Through Shopee and Tokopedia During the Covid-19 Pandemic</i>
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<i>Study Program</i>	: <i>Management</i>
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The purpose of this research to determine the differences in e-commerce purchasing decisions for Shopee and Tokopedia based on variables trust, convenience, and sales promotion. The research population is all consumers who have purchased from e-commerce Shopee or Tokopedia. Consumers who made purchases at Shopee and Tokopedia e-commerce have been conducted since March (the Covid-19 pandemic period). The research use 200 sample, each of 100 Shopee consumers and 100 Tokopedia consumers. The results of this research show that there are differences in the e-commerce purchasing decisions of Shopee and Tokopedia. Trust can be a factor that differentiates Shopee and Tokopedia's e-commerce purchasing decisions.

Keywords: Trust, Convenience, Sales Promotion, Purchase Decision