

ABSTRACT

Title : The Influence of Service Quality, Security Perception, and Positioning on Purchasing Decisions of Shopee Customers in the FEB Region of Esa Unggul University, Kebon Jeruk.

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This study aims to determine the effect of service quality, security perception, and positioning on purchasing decisions of Shopee customers in the area of FEB, Esa Unggul University, Kebon Jeruk. The population in this study are all consumers who know and have the Shopee application. The method of taking it through non-probability sampling techniques obtained a sample of 125 respondents. The statistical tool used is multiple linear regression analysis. Data management using SPSS statistic 23.0 software.

The results of this study indicate that each of the variables of Service Quality, Security Perception, and Positioning has a positive and significant effect on purchasing decisions. Then Service Quality, Security Perception, and Positioning together have an effect on Purchasing Decisions on the Shopee application. This research is expected to be used as the basis for evaluating, determining strategies and policies that can be applied in the future by the Shopee company so that it remains the main choice in finding the needs and desires of consumers in online shopping and Shopee must pay attention to and improve the performance that will be given to consumers.

Keywords: Service Quality, Risk Perception, Positioning, Purchasing Decisions.