

ABSTRAK

Skripsi ini bertujuan untuk mengetahui pengaruh metode pembayaran *PayLater* dan metode pembayaran *Cash On Delivery* (COD) terhadap keputusan pembelian di *Shopee*. Dalam penelitian ini peneliti mengaitkan faktor keputusan pembelian dengan faktor metode pembayaran *PayLater* dan *Cash On Delivery* (COD). Metode penelitian ini dilakukan dengan pendekatan kuantitatif dan jenis penelitian asosiatif. Data yang digunakan berupa data Primer yang diperoleh dengan cara menyebarkan kuesioner dan diolah menggunakan SPSS 25, yang mana data tersebut selanjutnya akan dianalisis menggunakan uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) Metode pembayaran *PayLater* tidak berpengaruh signifikan terhadap keputusan pembelian; (2) Metode pembayaran *Cash On Delivery* (COD) berpengaruh positif dan signifikan terhadap keputusan pembelian; (3) Metode pembayaran *PayLater* dan *Cash On Delivery* (COD) secara simultan berpengaruh terhadap keputusan pembelian.

Kata Kunci: Metode Pembayaran *PayLater*, Metode Pembayaran *Cash On Delivery*, dan keputusan pembelian.

ABSTRACT

This thesis aims to determine the effect of the PayLater payment method and the Cash On Delivery payment method on purchasing decisions at Shopee. In this study, In this study, researchers linked purchasing decision factors with PayLater and Cash On Delivery (COD) payment method factors. This research method was carried out with a quantitative approach and the type of associative research. The data used in this study is primary data which was obtained by distributing questionnaires and using SPSS 25, where data would then be analyzed using multiple linear regression tests. The result of this study indicate that: (1) The PayLater payment method has a positive and insignificant effect on purchasing decisions; (2) The Cash On Delivery (COD) payment has a positive and significant effect on purchasing decision; (3) PayLater and Cash On Delivery (COD) payment methods simultaneously affect on purchasing decisions.

Keywords: PayLater Payment Method, Cash On Delivery payment method, purchasing decision.

