

ABSTRAK

Penelitian ini merupakan hasil penelitian kuantitatif yang bertujuan untuk menjawab pertanyaan tentang Pengaruh Promo Gratis Ongkir Dan Fitur Shopee *Paylater* Terhadap Minat Beli Pengguna *E-Commerce* Shopee Pada Mahasiswa Universitas Jambi Metodologi penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah sampel sebesar 100 responden. Teknik pengumpulan data dengan menggunakan kuesioner melalui bantuan google form yang diolah menggunakan SPSS versi 21 dan teknik analisis data menggunakan regresi linear berganda. Hasil penelitian ini menunjukkan bahwa pengaruh promo gratis ongkir berpengaruh positif terhadap minat beli, kemudian fitur Shopee *paylater* berpengaruh positif terhadap minat beli. Selanjutnya berdasarkan hasil perhitungan statistik uji simultan, menunjukkan bahwa promo gratis ongkir dan fitur Shopee *paylater* berpengaruh secara simultan terhadap minat beli pengguna *e-commerce* Shopee pada mahasiswa universitas jambi.

Kata Kunci: *E-commerce*, Promo Gratis Ongkir, Shopee *Paylater*, Minat Beli

ABSTRACT

This research is the result of quantitative research which aims to answer the question about the influence of the free shipping promo and the Shopee Paylater feature on the buying interest of Shopee e-commerce users among Jambi University students. The research methodology used is quantitative research and the sampling technique uses the purposive sampling method with the number of samples amounting to 100 respondents. The data collection technique uses a questionnaire with the help of a Google form which is processed using SPSS version 21 and the data analysis technique uses multiple linear regression. The results of this research show that the influence of the free shipping promo has a positive effect on buying interest, then the Shopee PayLater feature has a positive effect on requests to buy. Furthermore, based on the results of simultaneous test statistical calculations, it shows that the free shipping promo and the Shopee paylater feature simultaneously influence the buying interest of Shopee e-commerce users among Jambi University students.

Keywords: *E-commerce, Free Shipping Promo, Shopee Paylater, Purchase Interest*