

RINGKASAN

Penelitian ini dilakukan karena fenomena paylater yang banyak digunakan oleh mahasiswa. Tujuan penelitian ini untuk mengetahui Pengaruh Penggunaan Sistem pembayaran Shopeepaylater, Promosi, dan Harga Terhadap Perilaku Konsumtif Mahasiswa pada Aplikasi Shopee (Studi Kasus pada Mahasiswa di Kota Padang). Populasi yang digunakan pada penelitian ini adalah Mahasiswa di Kota Padang yang memiliki perilaku konsumtif di Aplikasi Shopee dengan kriteria mahasiswa yang pernah berbelanja *online* pada aplikasi shopee pada kurun waktu enam bulan terakhir dengan sampel sebanyak 138 responden. Data diperoleh dengan melakukan penyebaran kuesioner online, kemudian data diolah dan diuji menggunakan aplikasi SPSS 23. Dari penelitian yang dilakukan diketahui bahwa Sistem pembayaran shopeepaylater, dan Promosi berpengaruh positif dan signifikan terhadap Perilaku konsumtif mahasiswa sedangkan Harga tidak berpengaruh terhadap Perilaku konsumtif mahasiswa di Kota Padang. Hasil koefisien determinasi (R^2) menunjukkan bahwa besar pengaruh Sistem pembayaran shopeepaylater, Promosi, Harga sebesar 48% sedangkan sisanya yaitu 52% dijelaskan oleh variabel lain.

Kata Kunci: Sistem pembayaran shopeepaylater, Promosi, Harga, Mahasiswa di Kota padang, dan Perilaku Konsumtif Mahasiswa

SUMMARY

This research was conducted because of the paylater phenomenon which is widely used by students. The purpose of this study was to determine the effect of using the Shopeepaylater payment system, promotions, and prices on student consumptive behavior on the Shopee application (Case Study on Students in Padang City). The population used in this study were students in Padang City who had consumptive behavior in the Shopee application with the criteria of students who had shopped online at the shopee application in the last six months with a sample of 138 respondents. The data was obtained by distributing online questionnaires, then the data was processed and tested using the SPSS 23 application. From the research conducted, it is known that the Shopeepaylater payment system, and promotion have a positive and significant effect on the consumptive behavior of students while price has no effect on the consumptive behavior of students in Padang City. The results of the coefficient of determination (R^2) show that the effect of the Shopeepaylater payment system, promotion, price is 48% while the remaining 52% is explained by other variables.

Keywords: *Shopeepaylater payment system, Promotion, Price, Students in Padang City, and Student Consumptive Behavior.*