

ABSTRAK

Andre Peruzza, Nim 7161141002 Pengaruh *Financial literacy*, Kualitas Pelayanan Dan Promosi Penjualan Terhadap Keputusan Berbelanja Online Mahasiswa Fakultas Ekonomi Angkatan 2016. Skripsi. Pendidikan Ekonomi. Universitas Negeri Medan Tahun 2020.

Financial literacy, Kualitas Pelayanan dan Promosi Penjualan erat hubungannya dengan keputusan pembelian mahasiswa secara *online*. Penelitian ini bertujuan untuk mengetahui pengaruh *Financial literacy* terhadap keputusan berbelanja *online*. untuk mengetahui pengaruh Kualitas Pelayanan terhadap keputusan berbelanja *online*. untuk mengetahui pengaruh Promosi Penjualan terhadap keputusan berbelanja *online*. untuk mengetahui pengaruh *Financial literacy*, Kualitas Pelayanan dan Promosi Penjualan secara bersama-sama terhadap keputusan berbelanja *online* Mahasiswa Prodi Pendidikan Ekonomi Angkatan 2016 Universitas Negeri Medan. Desain penelitian ini yaitu penelitian kuantitatif. Populasi penelitian ini yaitu mahasiswa Prodi Pendidikan Ekonomi Angkatan 2016 Universitas Negeri Medan. Sampel penelitian ini berjumlah 94 orang menggunakan teknik pengambilan *Proportional Random Sampling*.

Dari hasil analisis nilai signifikan antara *financial literacy* terhadap keputusan berbelanja dilihat dari nilai $t_{hitung} > t_{tabel}$ ($4,170 > 1,661$) nilai signifikan $0,00 < 0,05$. Dan untuk nilai signifikan antara kualitas pelayanan terhadap keputusan berbelanja dilihat dari nilai $t_{hitung} > t_{tabel}$ ($4,788 > 1,661$) nilai signifikan $0,000 < 0,05$. Serta untuk nilai signifikan antara kualitas pelayanan terhadap keputusan berbelanja $t_{hitung} > t_{tabel}$ ($5,098 > 1,661$) nilai signifikan $0,000 < 0,05$. Secara simultan (uji F) ditunjukkan dengan nilai $F_{hitung} > F_{tabel}$ ($27,049 > 2,71$) nilai signifikan $0,000 < 0,05$. Dengan demikian dapat disimpulkan bahwa *financial literacy*, kualitas pelayanan dan promosi penjualan memberikan pengaruh positif dan signifikan terhadap keputusan berbelanja online mahasiswa prodi Pendidikan Ekonomi Universitas Negeri Medan Stambuk 2016.

Kata Kunci : *financial literacy*, kualitas pelayanan, promosi penjualan

ABSTRACT

Andre Peruza, Nim 7161141002 The Effect of Financial Literacy, Service Quality and Sales Promotion on the Online Shopping Decision of Faculty of Economics Student Force 2016. Thesis. Economic Education. Medan State University in 2020.

Financial literacy, service quality and sales promotion are closely related to student purchasing decisions online. This research aims to determine the effect of Financial literacy on online shopping decisions. to determine the effect of Service Quality on online shopping decisions. to determine the effect of Sales Promotion on online shopping decisions. to find out the influence of Financial literacy, Service Quality and Sales Promotion together on the decision to shop online for the 2016 Economics Education Study Program Students of Medan State University. The design of this research is quantitative research. The population of this study were students of the 2016 Economics Education Study Program, Medan State University. The sample of this study was 94 people using Proportional Random Sampling techniques

From the results of the analysis of the significant value between financial literacy to shopping decisions seen from the $t_{count} > t_{table}$ ($4.170 > 1.661$) significant value $0.00 < 0.05$. And for a significant value between the quality of service to shopping decisions seen from the $t_{count} > t_{table}$ ($4.788 > 1.661$) significant value $0,000 < 0.05$. As well as for the significant value between service quality on shopping decisions $t_{count} > t_{table}$ ($5,098 > 1,661$) significant value $0,000 < 0.05$. Simultaneously (F test) indicated by the value of $F_{count} > F_{table}$ ($27.049 > 2.71$) significant value of $0.000 < 0.05$. Thus, it can be concluded that financial literacy, service quality and sales promotion have a positive and significant influence on online shopping decisions of students of the Department of Economic Education, Medan Stambuk State University 2016.

Keywords: financial literacy, service quality, sales promotion