

## ABSTRAK

**Leonardus Boniaga Manurung. NIM 7163143017. Pengaruh Mata Kuliah Perilaku Konsumen dan Promosi Online Pada Mahasiswa Program Studi Pendidikan Bisnis Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Ekonomi Prodi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2020.**

Masalah dalam penelitian ini adalah tingginya tingkat perilaku konsumtif mahasiswa Program Studi Pendidikan Bisnis Angkatan 2017. Tujuan penelitian ini untuk mengetahui Pengaruh Mata Kuliah Perilaku Konsumen dan Promosi Online Terhadap Perilaku Konsumtif Mahasiswa Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini dilakukan di Program Studi Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan, Jalan Williem Iskandar Pasar V Medan. Populasi dalam penelitian ini adalah semua mahasiswa Program Studi Pendidikan Bisnis Angkatan 2017 yang berjumlah 89 orang mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik total sampling sehingga diperoleh jumlah sampel sebanyak 89 orang mahasiswa. Teknik pengumpulan data dilakukan melalui penyebaran angket kepada responden sebanyak 44 butir pernyataan. Sementara teknis analisis data yang digunakan uji asumsi klasik, uji analisis regresi linear berganda dan uji hipotesis.

Hasil penelitian menunjukkan bahwa variabel mata kuliah perilaku konsumen (X1) berpengaruh positif dan signifikan secara parsial terhadap perilaku konsumtif mahasiswa dengan didapatkan  $t_{hitung}$  sebesar  $4,336 > t_{tabel}$  1,987 dengan taraf signifikan  $\alpha$   $0,000 < 0,05$ . Sama halnya dengan variabel promosi online (X2) berpengaruh positif dan signifikan secara parsial terhadap perilaku konsumtif mahasiswa dengan nilai  $t_{hitung}$  sebesar  $3,487 > nilai$   $t_{tabel}$  sebesar 1,987 dan taraf signifikan  $\alpha$   $0,001 < 0,05$ . Secara simultan variabel mata kuliah perilaku konsumen dan promosi online terdapat pengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa dengan nilai  $F_{hitung}$  sebesar  $16,526 > F_{tabel}$  3,10 dengan taraf signifikan  $0,000 < 0,05$ . Variabel bebas dalam penelitian ini mempunyai kontribusi sebesar nilai 27,8% terhadap perilaku konsumtif mahasiswa.

**Kata kunci: Perilaku Konsumen, Promosi Online, Perilaku Konsumtif**

## ABSTRACT

**Leonardus Boniaga Manurung. NIM 7163143017. Effect of Consumer Behavior Course and Online Promotion on Student Consumptive Behaviour in the Faculty of Economics, State University of Medan. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2020.**

The problem in research is the high level of consumptive behavior Business Education Student's Program Batch 2017. The aim of this research is to know the effect of Consumer Behavior Course and Online Promotion on the Consumptive Behaviour of students at the Faculty of Economics the State University of Medan.

The research was carried out at the Faculty of Economics at the State University of Medan, on Williem Iskandar street, Pasar V Medan. The population in this study was all of the 2017 Business Education Study Program students with a total of 89 students. The sampling technique was performed using an overall sample method to obtain a sample of 89 students. Data acquisition techniques were carried out through questionnaires to respondents with a total of 44 statements. While the technical analysis of the data used is the classic acceptance test, the multiple linear regression analysis test and the hypothesis test.

The research showed that consumer behavior course variable ( $X_1$ ) positive and significant effect partially on the students' consumptive behaviour obtained by  $t_{count} 4.336 > t_{table} 1.987$  with a significant value of  $\alpha 0.000 < 0.05$ . Similarly, online promotion variable ( $X_2$ ) and significant positive effect partially significance effect on the consumer behaviour of the students obtained by  $t_{count} 3,487 > t_{table} 1.987$  with a significant value of  $\alpha 0.001 < 0.05$ . Simultaneously consumer behavior course and online promotion variables are positive and significant influence on the consumptive behaviour of the students with an Fcount value of  $16.526 > F_{table} 3.10$  with a significant value of  $0.000 < 0.05$ . The independent variable in this study contributed 27,8 % to the student consumptive behavior.

**Keywords: consumer behavior course, online promotion and consumptive behavior**