

ABSTRAK

Yuri Evana Sitepu, NIM 7153210042 “Pengaruh Orientasi Belanja, Kepercayaan, dan Pengalaman Pembelian Terhadap Minat Beli Produk Online (Studi Pada Mahasiswa Ekonomi Manajemen Stambuk 2015-2018)”. Skripsi jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2019.

Penelitian ini bertujuan untuk mengetahui pengaruh Pengaruh Orientasi Belanja, Kepercayaan, dan Pengalaman Pembelian Terhadap Minat Beli Produk Online (Studi Pada Mahasiswa Ekonomi Manajemen Stambuk 2015-2018). Populasi dalam penelitian terbatas, yaitu sebanyak 220 orang, dengan menggunakan *Purposive sampling* sebanyak 142 orang sebagai sampel yang diambil dari populasi. Teknik pengumpulan data yang digunakan adalah melalui angket (kuesioner) yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinan yang sebelumnya data telah di uji menggunakan uji validitas, uji reabilitas, dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS 23.0 for windows*.

Secara parsial, Orientasi Belanja, Kepercayaan dan Pengalaman Pembelian berpengaruh positif signifikan terhadap Minat Beli. Berdasarkan hasil penelitian, menunjukkan bahwa variabel Orientasi Belanja, Kepercayaan dan Pengalaman Pembelian secara simultan berpengaruh terhadap Kinerja Karyawan. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel}$ ($6,017 > 2,67$) dan nilai signifikansi $0,001 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,203 yang berarti bahwa Orientasi Belanja, Kepercayaan dan Pengalaman Pembelian berpengaruh terhadap Minat Beli sebesar 11,6 %, sedangkan sisanya dijelaskan variabel diluar penelitian.

Kata Kunci: Orientasi Belanja, Kepercayaan, Pengalaman Pembelian, Minat Beli

ABSTRACT

Yuri Evana Sitepu, NIM 7153210042 "The Influence of Shopping Orientation, Trust, and Buying Experience on Interest in Buying Products Online (Study in Management Economics Students Force 2015-2018)". Thesis majoring in Management, Faculty of Economics, Medan State University, 2019.

This study aims to determine the effect of Shopping Orientation, Confidence, and Purchasing Experience Influence on Interest in Buying Products Online Orientation, Trust, and Buying Experience on Interest in Buying Products Online (Study in Management Economics Students Force 2015-2018). The population in the study was limited, as many as 220 people, using purposive sampling as many as 142 people as samples taken from the population. Data collection techniques used were through questionnaires (questionnaires) whose measurements were with Likert scale and were processed statistically using multiple regression analysis and testing the hypothesis of the t test, f test, and the determinant coefficient before the data had been tested using the validity test, reliability test, and classic assumption test. Data processing using SPSS 23.0 for Windows.

Partially, Shopping Orientation, Trust and Purchasing Experience have a significant positive effect on Purchase Interest. Based on the results of the study, showed that the variable Shopping Orientation, Trust and Purchasing Experience simultaneously affect Employee Performance. This can be seen from the value of $F_{count} > F_{table}$ ($6.017 > 2.67$) and a significance value of $0.001 < 0.05$. The coefficient of determination test shows a value of 0.203 which means that Shopping Orientation, Trust and Purchasing Experience influences Purchase Interest by 11.6%, while the rest are explained by variables outside the study.

Keywords: Shopping Orientation, Trust, Purchasing Experience, Purchase Interest

