

## **ABSTRAK**

**Herni Rizky, NIM : 7182210002. “Pengaruh Promosi Penjualan dan Persepsi Kemudahan Transaksi Non Tunai Terhadap Minat Penggunaan ShopeePay Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan”.**

Penelitian ini bertujuan untuk mengetahui pengaruh promosi penjualan dan persepsi kemudahan transaksi non tunai terhadap minat penggunaan ShopeePay pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Penelitian ini menggunakan metode kuantitatif dengan teknik penentuan sampel menggunakan teknik purposive sampling, dengan jumlah sampel sebanyak 100 orang. Pengumpulan data dalam penelitian ini dengan menyebarkan kuesioner dan teknik analisis data menggunakan regresi linear berganda, pengujian hipotesis dengan uji t, uji F dan uji koefisien determinasi yang sebelumnya telah diuji menggunakan uji validitas dan uji reliabilitas. Pengolahan data menggunakan program SPSS for windows 25. Hasil penelitian menunjukkan bahwa secara parsial promosi penjualan dan persepsi kemudahan berpengaruh positif dan signifikan terhadap minat menggunakan ShopeePay pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Hasil penelitian juga menunjukkan bahwa promosi penjualan dan persepsi kemudahan secara simultan berpengaruh positif dan signifikan terhadap minat penggunaan. Uji koefisien determinasi menunjukkan nilai 0,635 artinya pengaruh promosi penjualan dan persepsi kemudahan terhadap minat penggunaan sebesar 63,5% sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini.

**Kata Kunci : Minat Penggunaan, Persepsi Kemudahan, Promosi Penjualan**



## ABSTRACT

**Herni Rizki, NIM : 7182210002. "The Influence of Sales Promotion and Perceived Ease of Non-Cash Transactions on Interest in Using ShopeePay in Students of the Faculty of Economics, State University of Medan".**

*The purpose of this study was to determine the effect of sales promotions and perceived ease of non-cash transactions on the interest in using ShopeePay in students in the Faculty of Economics, State University of Medan. This study used quantitative methods with the technique of determining the sample using purposive sampling technique, with a sample of 100 people. The data in this study was collected by distributing questionnaires and data analysis techniques using multiple linear regression, hypothesis testing with t test, F test and coefficient of determination test which have previously been tested using validity and reliability tests. Data processing used SPSS for windows 25 program. The results showed that partially sales promotion and perceived ease of use had a positive and significant effect toward the students interest of using shopeepay in Faculty of Economics, State University of Medan. The results also show that sales promotion and perceived ease of use simultaneously have a positive and significant effect on user interest. The coefficient of determination test shows a value of 0.635 meaning that the influence of sales promotion and perceived ease of use on interest in use is 63.5% while the rest is influenced by other variables outside of this study.*

**Keywords: interest in using, perceived ease, sales promotion**