

ABSTRAK

Pengaruh Platform Digital Tiktok, Shopee dan dan WhatsApp Business Terhadap Keputusan Pembelian Produk di Galery Sunbetta Indonesia.

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Belanja online atau e-commerce merupakan salah satu cara belanja melalui alat komunikasi elektronik atau jejaring sosial yang digunakan dalam transaksi jual beli, di mana pembeli tidak perlu susah payah datang ke toko untuk melihat dan membeli apa yang mereka cari, hanya tinggal melihat barang yang diinginkan melalui internet kemudian memesan barang sesuai pilihan dan mentransfer uangnya dan kemudian barang tersebut akan dikirim oleh toko online tersebut kerumah. Tujuan penelitian ini adalah Mengetahui Platform Digital Tiktok, Platform Digital Shopee dan WhatsApp Business berpengaruh terhadap keputusan pembelian di Galery Sunbetta Indonesia.

Penelitian menggunakan pendekatan kuantitatif yang berbentuk asosiatif yang dilaksanakan melalui pengumpulan data di lapangan. populasi seluruh pengguna *e-commerce* Tiktok dan Shopee di Galery Sunbetta Indonesia dengan sampel yang berjumlah 96 orang, Teknik analisis data menggunakan teknik analisis inferensial yang terdiri dari uji validitas, reliabilitas, normalitas, dan regresi. Uji hipotesis menggunakan Uji t, uji f dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa Platform Digital Tiktok, Platform Digital shopee dan WhatsApp Business sama berpengaruh terhadap Keputusan Pembelian di Galery Sunbetta Indonesia

Kata kunci : Platform Digital Tiktok, Platform Digital shopee , WhatsApp Business dan Keputusan Pembelian

ABSTRACT

The Influence of Digital Platforms Tiktok, Shopee, and WhatsApp Business on Purchase Decisions at Galery Sunbetta Indonesia.

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Online shopping or e-commerce is a method of purchasing goods through electronic communication tools or social networks used in buying and selling transactions, where buyers do not have to go to a physical store to see and purchase what they are looking for. Instead, they simply view the desired item online, place an order, transfer the payment, and the item will then be delivered to their home by the online store.

The purpose of this research is to determine whether the digital platforms Tiktok, Shopee, and WhatsApp Business have an influence on purchase decisions at Galery Sunbetta Indonesia.

This research uses a quantitative associative approach conducted through field data collection. The population consists of all e-commerce users of Tiktok and Shopee at Galery Sunbetta Indonesia, with a sample size of 96 respondents. The data analysis technique used is inferential analysis, which includes tests of validity, reliability, normality, and regression. Hypothesis testing is carried out using t-tests, F-tests, and the coefficient of determination test.

The results show that the digital platforms Tiktok, Shopee, and WhatsApp Business all have a significant influence on purchase decisions at Galery Sunbetta Indonesia.

Keywords: Tiktok Digital Platform, Shopee Digital Platform, WhatsApp Business, Purchase Decision