

**PENGARUH HARGA DISKON TERHADAP KEPUTUSAN
PEMBELIAN PADA PRODUK FASHION DI E-COMMERCE TIKTOK
SHOP (STUDI KUANTITATIF PADA MAHASISWA UNIVERSITAS
MUHAMMADIYAH YOGYAKARTA PROGRAM STUDI
MANAJEMEN)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh diskon harga terhadap keputusan pembelian produk fashion di e-commerce TikTok Shop. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Responden penelitian adalah mahasiswa Program Studi Manajemen Universitas Muhammadiyah Yogyakarta angkatan 2022 yang berjumlah 85 orang. Teknik analisis data meliputi uji asumsi klasik, analisis regresi linear sederhana, koefisien determinasi, dan uji t parsial dengan bantuan perangkat lunak SPSS. Hasil uji asumsi klasik menunjukkan bahwa data berdistribusi normal dan tidak terjadi heteroskedastisitas. Hasil analisis regresi menunjukkan bahwa diskon harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai signifikansi sebesar 0,00 ($< 0,05$). Koefisien determinasi (R^2) sebesar 0,673 menunjukkan bahwa diskon harga mampu menjelaskan 67,3% variasi keputusan pembelian, sedangkan sisanya sebesar 32,7% dipengaruhi oleh variabel lain di luar penelitian. Uji parsial (uji t) juga membuktikan bahwa hipotesis alternatif diterima dan hipotesis nol ditolak. Dengan demikian, dapat disimpulkan bahwa diskon harga memiliki peran penting dalam meningkatkan keputusan pembelian mahasiswa terhadap produk fashion di TikTok Shop.

Kata kunci: diskon harga, keputusan pembelian, TikTok Shop, e-commerce, mahasiswa

***THE EFFECT OF PRICE DISCOUNTS ON PURCHASING
DECISIONS OF FASHION PRODUCTS ON TIKTOK SHOP E-
COMMERCE (A QUANTITATIVE STUDY OF MANAGEMENT
STUDENTS AT MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA)***

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ABSTRACT

This study aims to analyze the effect of price discounts on purchasing decisions for fashion products on the TikTok Shop e-commerce platform. The research employed a quantitative approach using a survey method. The respondents consisted of 85 students from the Management Study Program, Universitas Muhammadiyah Yogyakarta, class of 2022. Data analysis techniques included classical assumption tests, simple linear regression analysis, coefficient of determination, and partial t-tests, assisted by SPSS software. The results of the classical assumption tests indicated that the data were normally distributed and free from heteroskedasticity. The regression analysis results showed that price discounts had a positive and significant effect on purchasing decisions, with a significance value of 0.00 (< 0.05). The coefficient of determination (R^2) of 0.673 indicates that price discounts explain 67.3% of the variation in purchasing decisions, while the remaining 32.7% is influenced by other variables not examined in this study. The partial t-test results also confirmed that the alternative hypothesis was accepted and the null hypothesis was rejected. Therefore, it can be concluded that price discounts play an important role in influencing students' purchasing decisions for fashion products on TikTok Shop.

Keywords: *price discount, purchasing decision, TikTok Shop, e-commerce, students*