

ABSTRAK

Penelitian ini dilakukan agar mengetahui Pengaruh Promosi *Big Ramadhan Sale* Shopee Terhadap Minat Beli Mahasiswa FISIP Universitas Sangga Buana YPKP Bandung.

Pada penelitian ini, menggunakan metode kuantitatif. Pengambilan sampel dilakukan dengan metode *non-probability sampling*, sehingga diperoleh 92 orang. Teknik pengumpulan data menggunakan kuesioner yang sudah di uji validitas dan reliabilitasnya. Teknik yang digunakan adalah regresi linear sederhana.

Menurut hasil pengujian hipotesis, promosi *Big Ramadhan Sale* Shopee berpengaruh signifikan terhadap minat beli Mahasiswa FISIP Universitas Sangga Buana YPKP Bandung. Hal ini dibuktikan dengan variabel Promosi (X) tidak berpengaruh signifikan terhadap Variabel Minat Beli (Y) (jika $p > 0.05$). Hasil pengujian diatas menunjukkan bahwa t hitung 3.914 dan nilai signifikansi $(0.000) < 0.05$, maka H1 diterima dan H0 ditolak. Jadi dapat disimpulkan bahwa, Variabel Promosi (X) berpengaruh signifikan terhadap Variabel Minat Beli (Y).

Kata Kunci : promosi, minat beli,

ABSTRACT

This research was conducted in order to find out the Effect of the Big Ramadhan Sale Shopee Promotion on the Buying Interest of FISIP Students at Sangga Buana University YPKP Bandung.

In this study, using quantitative methods. Sampling was carried out using the non-probability sampling method, so that 92 people were obtained. The data collection technique uses a questionnaire that has been tested for validity and reliability. The technique used is simple linear regression.

According to the results of hypothesis testing, the Big Ramadhan Sale Shopee promotion has a significant effect on the buying interest of FISIP students at Sangga Buana University YPKP Bandung. This is evidenced by the promotion variable (X) having no significant effect on the purchase intention variable (Y) (if $p > 0.05$). The test results above show that t count is 3.914 and the significance value ($0.000 < 0.05$), then H_1 is accepted and H_0 is rejected. So it can be concluded that the Promotion Variable (X) has a significant effect on the Purchase Intention Variable (Y).

Keywords: *promotion, buying interest,*

