


**PENGARUH GRATIS ONGKOS KIRIM, *ONLINE CUSTOMER REVIEW*,
KEMUDAHAN PENGGUNAAN, KEAMANAN TERHADAP KEPUTUSAN
PEMBELIAN DI *E-COMMERCE* PADA PENGGUNA FITUR *CASH ON
DELIVERY (COD)* DI YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh gratis ongkos kirim, *online customer review*, kemudahan penggunaan, dan keamanan terhadap keputusan pembelian di *e-commerce* pada pengguna fitur *cash on delivery (COD)* di Yogyakarta. Metode pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah 96 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji linearitas, uji multikolinearitas, uji heteroskedastisitas), uji regresi berganda, uji hipotesis (uji t, uji F, koefisien determinasi). Hasil penelitian dari uji t menunjukkan bahwa gratis ongkos kirim berpengaruh secara positif dan signifikan terhadap keputusan pembelian, *online customer review* berpengaruh secara positif dan signifikan terhadap keputusan pembelian, kemudahan penggunaan berpengaruh secara positif dan signifikan terhadap keputusan pembelian, dan keamanan berpengaruh secara positif dan signifikan terhadap keputusan pembelian, hasil penelitian dari uji F menunjukkan bahwa gratis ongkos kirim, *online customer review*, kemudahan penggunaan, dan keamanan berpengaruh secara simultan terhadap keputusan pembelian.

Kata Kunci: *Gratis Ongkos Kirim, Online Customer Review, Kemudahan Penggunaan, Keamanan, Keputusan Pembelian*

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**THE EFFECT OF FREE SHIPPING, ONLINE CUSTOMER REVIEWS,
EASE OF USE, SECURITY ON PURCHASING DECISIONS IN E-
COMMERCE ON USERS OF THE CASH ON DELIVERY (COD) FEATURE
IN YOGYAKARTA**

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Abstract

This study aims to determine the effect of free shipping, online customer reviews, ease of use, and security on purchasing decisions in e-commerce on users of the cash on delivery (COD) feature in Yogyakarta. The sampling method used was purposive sampling with a total of 96 respondents. The data collection technique used a questionnaire that has been tested for validity and reliability. The tests used in this study were descriptive analysis, instrument test (validity test and reliability test), classical assumption test (normality test, linearity test, multicollinearity test, heteroscedasticity test), multiple regression test, hypothesis testing (t test, F test, coefficient of determination). The research results from the t test show that free shipping has a positive and significant effect on purchasing decisions, online customer reviews have a positive and significant effect on purchasing decisions, ease of use has a positive and significant effect on purchasing decisions, and security has a positive and significant effect on purchasing decisions, the research results from the F test show that free shipping, online customer reviews, ease of use, and security simultaneously affect purchasing decisions.

Keywords: *Free Shipping, Online Customer Review, Ease of Use, Security, Purchasing Decisions*