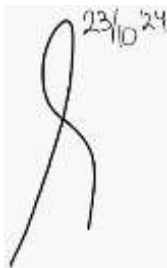# PENGARUH *PAYLATER* DAN *CASH ON DELIVERY* (COD) TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA *PLATFORM* SHOPEE

Reni

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Paylater* dan *Cash on Delivery* terhadap keputusan pembelian konsumen Shopee di Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 96 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data pada penelitian ini adalah uji normalitas, uji linearitas, uji multikolinearitas, uji heteroskedastisitas, regresi linear berganda, uji simultan (uji F), uji parsial (uji t) dan koefisien determinasi (R^2). Hasil penelitian ini menunjukkan bahwa: berdasarkan hasil analisis regresi liniear berganda, diperoleh persamaan regresi. Koefisien determinasi (R^2) menunjukkan bahwa sebanyak 42.5 % dipengaruhi oleh variabel *Paylater* dan *Cash on Delivery* dan sisanya 57.5% dipengaruhi oleh variabel lain diluar penelitian ini. Hasil uji simultan (Uji F) menunjukkan bahwa *Paylater* dan *Cash on Delivery* secara simultan (bersama-sama) berpengaruh positif signifikan terhadap keputusan pembelian konsumen dalam berbelanja di *platform* Shopee. Uji parsial (Uji t) menunjukkan bahwa *Paylater* dan *Cash on Delivery* secara parsial berpengaruh positif signifikan terhadap keputusan pembelian konsumen di *platform* Shopee.

Kata Kunci: *Paylater, Cash on Delivery, Keputusan Pembelian Konsumen*

THE INFLUENCE OF PAYLATER AND CASH ON DELIVERY (COD) ON CONSUMER PURCHASING DECISIONS ON THE SHOPEE PLATFORM

Reni

Abstract

This study aimed to analyze the impact of paylater and cash on delivery options on consumer purchasing decisions on the Shopee platform in Indonesia. The sampling method employed was purposive sampling, which resulted in a total of 96 respondents. Primary data were collected through a questionnaire that had been tested for both validity and reliability. The data analysis techniques utilized in this study included normality tests, linearity tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression, simultaneous tests (F-tests), partial tests (t-tests), and the coefficient of determination (R^2). The findings of this study revealed that, based on the multiple linear regression analysis, a regression equation was established. The coefficient of determination (R^2) indicated that 42.5% of the variance in consumer purchasing decisions was explained by the paylater and cash on delivery variables, while the remaining 57.5% was attributed to other factors not examined in this study. The results of the simultaneous test (F-test) demonstrated that paylater and cash on delivery options had a significant positive influence on consumer purchasing decisions when shopping on the Shopee platform. Furthermore, the partial test (t-test) results indicated that both paylater and cash on delivery options individually exerted a significant positive influence on consumer purchasing decisions on the Shopee platform.

***Keywords:** Paylater, Cash on Delivery, Consumer Purchasing Decisions*