

ABSTRACT

THE EFFECT OF DISCOUNTS AND PAYLATER ON PURCHASE INTEREST IN THE MARKETPLACE SHOPEE DURING THE COVID-19 PANDEMIC

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This study was conducted to determine the effect of discounts and paylater payment features on buying interest in the Shopee marketplace. The research method used in this research is descriptive quantitative method using primary data by conducting a survey. The sampling technique used was purposive sampling with the criteria of Shopee customers in South Tangerang and using the Paylater payment feature, a sample of 111 respondents was obtained. The data analysis techniques used in this research are Classical Assumption Test, Descriptive Analysis, Multiple Linear Analysis, and Hypothesis Testing with T Test and F Test processed with SPSS. Based on the results of the analysis, it shows that discounts and paylater have a positive and partial effect on buying interest in the Shopee marketplace in South Tangerang.

Kata kunci : Discount, Paylater and Buying Interest