

**Pengaruh *Voucher Diskon*, *Online Customer Review*, dan
E-Service Quality Terhadap Keputusan Pembelian
E-Commerce Shopee Pada Mahasiswa
Politeknik Negeri Jember**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *voucher* diskon, *online customer review*, dan *e-service quality* terhadap keputusan pembelian *pada e-commerce* shopee. Objek penelitian ini berfokus pada mahasiswa Politeknik Negeri Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis *explanatory research*. Metode pengumpulan data menggunakan penyebaran kuesioner kepada 60 responden yang dipilih dengan menggunakan teknik *proportionate stratified random sampling*. Instrumen penelitian di uji dengan menggunakan uji validitas dan reliabilitas serta analisis data dengan regresi linier berganda menggunakan bantuan alat perangkat lunak berupa SPSS (Statistical Package for Social Science) versi 26. Hasil dari penelitian ini menjelaskan bahwa variabel *voucher* diskon berpengaruh secara signifikan terhadap keputusan pembelian, variabel *online customer review* berpengaruh secara signifikan terhadap keputusan pembelian, variabel *e-service quality* berpengaruh secara signifikan terhadap keputusan pembelian, serta variabel *voucher* diskon, *online customer review*, dan *e-service quality* berpengaruh secara simultan terhadap keputusan pembelian.

Kata kunci : diskon, kualitas pelayanan elektronik, ulasan online

***The Influence of Discount Vouchers, Online Customer Reviews, and
E-Service Quality on Shopee E-Commerce Purchasing Decisions
among Students at Jember State Polytechnic***

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ABSTRACT

This study aims to analyze the influence of discount vouchers, online customer reviews, and e-service quality on purchasing decisions on Shopee e-commerce. The object of this study focuses on students of Jember State Polytechnic. This study uses a quantitative approach with an explanatory research type. The data collection method uses questionnaires distributed to 60 respondents selected using proportionate stratified random sampling techniques. The research instrument is tested using validity and reliability tests and data analysis with multiple linear regression using software tools in the form of SPSS (Statistical Package for Social Science) version 26. The results of this study explain that the discount voucher variable has a significant effect on purchasing decisions, the online customer review variable has a significant effect on purchasing decisions, the e-service quality variable has a significant effect on purchasing decisions, and the discount voucher variable, online customer review, and e-service quality have a simultaneous effect on purchasing decisions.

Kata kunci : *discount vouchers, e-service quality, online customer reviews*