

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, harga dan iklan media sosial terhadap minat beli pada *e-commerce* untuk meningkatkan minat beli konsumen pada produk di *e-commerce* Shopee. Metode penelitian ini adalah penelitian kausal dengan pendekatan kuantitatif dengan menggunakan analisis regresi berganda. Populasi penelitian ini adalah orang yang mengetahui produk di *e-commerce* Shopee yang ada di Indonesia. Dengan sampel penelitian sebanyak 90 responden dengan metode *Convenience Sampling*. Hasil penelitian ini adalah Kualitas produk berpengaruh signifikan secara parsial terhadap minat beli konsumen di *e-commerce* (Shopee), dan juga Harga berpengaruh signifikan secara parsial terhadap minat beli konsumen di *e-commerce* (Shopee), serta Iklan Media Sosial juga berpengaruh signifikan secara parsial terhadap minat beli konsumen di *e-commerce* (Shopee). Selain itu kualitas produk, harga, iklan media sosial juga berpengaruh signifikan secara simultan terhadap minat beli konsumen di *e-commerce* (Shopee).

Kata kunci : Kualitas Produk, Harga, Iklan Media Sosial dan Minat Beli.



## **ABSTRACT**

*This study aims to test the effect of product quality, price and social media advertising on purchase intention in e-commerce to increase consumer buying interest in products in e-commerce Shopee. This research method is causal research with a quantitative approach using multiple regression analysis. The population of this study are people who know products in e-commerce Shopee in Indonesia. With a research sample of 90 respondents with the Convenience Sampling method. The results of this study are that product quality has a partial significant effect on consumer buying interest in e-commerce (Shopee), and also price has a partial significant effect on consumer buying interest in e-commerce (Shopee), and Social Media Advertising also has a partial significant effect on consumer buying interest in e-commerce (Shopee). Besides that, product quality, price, social media advertising also have a significant effect simultaneously on consumer buying interest in e-commerce (Shopee).*

*Keywords: Product Quality, Price, Social Media Advertising and Purchase Intention.*



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