

**ABSTRAK**

**ANALISIS PENGARUH HARGA, SISTEM PEMBAYARAN, DAN TEKNOLOGI  
INFORMASI TERHADAP KEPUTUSAN PEMBELIAN ONLINE**

**Studi kasus Mahasiswa Program Studi Ekonomi Universitas Sanata Dharma Yogyakarta**

Kristina Seliani

Nim 172314040

Universitas Sanata Dharma 2023

Penelitian ini bertujuan untuk menganalisis pengaruh harga, sistem pembayaran, dan teknologi informasi terhadap keputusan pembelian online. Populasi penelitian ini adalah mahasiswa Program Studi Ekonomi Universitas Sanata Dharma Yogyakarta sebanyak 300 mahasiswa. Pengambilan sampel sebanyak 75 responden dilakukan dengan menggunakan teknik *simple random sampling*. Pengumpulan data menggunakan kuesioner yang disebar melalui *google form*. Data primer yang diperoleh dianalisis dengan metode regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial harga berpengaruh signifikan terhadap keputusan pembelian *online*. Sistem pembayaran secara parsial tidak berpengaruh terhadap keputusan pembelian *online*. Sistem informasi secara parsial berpengaruh signifikan terhadap keputusan pembelian *online*. Secara simultan, terdapat pengaruh yang signifikan antara harga, sistem pembayaran dan teknologi informasi terhadap keputusan pembelian *online*. Dari hasil penelitian ini diharapkan Mahasiswa agar di dalam melakukan pembelian *online* memperhatikan beberapa faktor yang mengurangi kerugian dalam berbelanja *online*, seperti lebih memperhatikan lagi informasi, harga dan manfaat dalam produk tersebut.

Kata kunci: Harga, Sistem Pembayaran, Sistem Informasi, Keputusan Pembelian Online

**ABSTRACT**

**ANALYSIS OF THE INFLUENCE OF PRICE, PAYMENT SYSTEM AND  
INFORMATION TECHNOLOGY ON ONLINE PURCHASING DECISIONS**

**A Case Study of Economics Students**

**Sanata Dharma University Yogyakarta**

Kristina Seliani

Student Number: 172314040

Sanata Dharma University Yogyakarta 2023

This study aims to analyse the influence of price, payment system and information technology on online purchasing decisions. The population of this study consists of 300 students from the Economics Study Program in Sanata Dharma Yogyakarta. A sample of 75 respondents was selected using the simple random sampling technique. Data collection was conducted using a questionnaire distributed through *Google Forms* to the respondents. The primary data obtained were analysed using multiple linear regression. The results of this study indicate that price, partially, has significant effects on online purchasing decisions. Conversely, the impact of payment systems on online purchasing decisions is not significant. However, Information technology, partially, demonstrates a significant effect on online purchasing decisions. Moreover, simultaneously, there is a significant influence of price, payment systems and information technology on online purchasing decisions. Thus, based on the results of this study, students are expected to pay more attention to several factors when making online purchases to minimize potential losses, such as paying attention to information, price, and benefits in the product.

Kata kunci: Price, Payment Systems, Information Technology, Online Purchasing Decisions