

**PENGARUH RELATIONSHIP *MARKETING*, *E-SERVICE*
QUALITY DAN *HEDONIC SHOPPING MOTIVATION*
TERHADAP KEPUTUSAN PEMBELIAN
DI *MARKETPLACE* FACEBOOK
(Studi Kasus Pada Mahasiswa STIE Sakti Alam Kerinci)**

SKRIPSI

**Diajukan Untuk Melengkapi Tugas-tugas dan Memenuhi Salah Satu Syarat
Guna Memperoleh Gelar Sarjana Ekonomi**



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HEDONIC SHOPPING MOTIVATION TERHADAP KEPUTUSAN
PEMBELIAN DI *MARKETPLACE* FACEBOOK
(Studi Kasus Mahasiswa Stie Sakti Alam Kerinci)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh *Relationship Marketing*, *E-Service Quality* dan *Hedonic Shopping Motivation* terhadap Keputusan Pembelian di *marketplace* Facebook baik secara parsial maupun simultan. Adapun rumusan masalah dalam penelitian ini adalah bagaimana pengaruh *Relationship Marketing*, *E-Service Quality* dan *Hedonic Shopping Motivation* terhadap keputusan pembelian di *marketplace* Facebook. Metode penelitian yang digunakan adalah kuantitatif yaitu formula regresi linear berganda, keefisien determinasi, uji F dan uji T. Berdasarkan hasil penelitian dapat diambil kesimpulan yakni hasil penelitian mengenai pengaruh *Relationship Marketing* terhadap Keputusan Pembelian di *marketplace* Facebook dapat dibuktikan nilai t hitung variabel *Relationship Marketing* (3.781) > nilai t tabel (2.00324) serta besarnya pengaruh *Relationship Marketing* secara parsial terhadap Keputusan Pembelian di *marketplace* Facebook adalah sebesar 39,26%. Hasil penelitian mengenai pengaruh *e-service quality* terhadap Keputusan Pembelian di *marketplace* Facebook dapat dibuktikan nilai t hitung variabel *E-Service Quality* (2.480) > nilai t tabel (2.00324) serta besarnya pengaruh *E-Service Quality* secara parsial terhadap Keputusan Pembelian di *marketplace* Facebook adalah sebesar 30,38%. Hasil penelitian mengenai Pengaruh *Hedonic Shopping Motivation* terhadap Keputusan Pembelian di *marketplace* Facebook dapat dibuktikan nilai t hitung variabel *Hedonic Shopping Motivation* (2.290) > nilai t tabel (2.00324) serta besarnya pengaruh *Hedonic Shopping Motivation* terhadap secara parsial terhadap Keputusan Pembelian di *marketplace* Facebook adalah sebesar 18,53%. Hasil uji F didapat F_{hitung} dengan tingkat signifikansi $\alpha = 0,05$ dan didapat nilai F_{hitung} lebih besar dari F_{tabel} yang dibuktikan dengan nilai F_{hitung} (139,599) > F_{tabel} (2,769), maka H_0 ditolak dan H_a diterima dari penelitian ini dapat disimpulkan bahwa *Relationship Marketing*, *E-Service Quality* dan *Hedonic Shopping Motivation* secara bersama mempunyai pengaruh positif dan signifikan terhadap Keputusan Pembelian di *marketplace* Facebook.

Kata Kunci : *Relationship Marketing*, *E-Service Quality*, *Hedonic Shopping Motivation*, *Keputusan Pembelian*

**THE INFLUENCE OF RELATIONSHIP MARKETING, E-SERVICE
QUALITY, AND HEDONIC SHOPPING MOTIVATION ON DECISIONS
PURCHASES ON FACEBOOK MARKETPLACE
(Case Study of Students of Stie Sakti Alam Kerinci)**

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ABSTRACT

This study aims to determine the extent of the influence of Relationship Marketing, E-Service Quality and Hedonic Shopping Motivation on Purchase Decisions on Facebook marketplace both partially and simultaneously. The formulation of the problem in this study is how the influence of Relationship Marketing, E-Service Quality and Hedonic Shopping Motivation on purchase decisions on the Facebook marketplace. The research method used is quantitative, namely multiple linear regression formulas, determination coefficients, F tests and T tests. Based on the results of the study, conclusions can be drawn, namely the results of research on the influence of Relationship Marketing on Purchase Decisions on the Facebook marketplace can be proven by the value of t calculate variables Relationship Marketing (3.781) > the value of t table (2.00324) and the magnitude of the influence of Relationship Marketing Partial to Purchase Decisions on Facebook marketplace is 39.26%. The results of research on the effect of e-service quality on Purchase Decisions on Facebook marketplaces can be proven by the t-value of calculating the variables of E-Service Quality (2,480) > the t-value of the table (2,00324) and the magnitude of the partial influence of E-Service Quality on Purchase Decisions on the Facebook marketplace is 30.38%. The results of research on the Effect of Hedonic Shopping Motivation on Purchase Decisions on Facebook marketplaces can be proven by the t-value of calculating the Hedonic Shopping Motivation variable (2,290) > the t-value of the table (2.00324) and the magnitude of the influence of Hedonic Shopping Motivation on partial Purchase Decisions on the Facebook marketplace is 18.53%. The results of the F test were obtained F table with a significant level $\alpha = 0.05$ and obtained $a_{calculated}$ F value greater than F table as evidenced by the value of $F_{count} (139.599) > F_{table} (2.769)$, then H_0 was rejected and H_a was accepted from this study it can be concluded that Relationship Marketing, E-Service Quality and Hedonic Shopping Motivation collectively have a positive and significant influence on Purchase Decisions on Facebook marketplaces.

Keywords : Relationship Marketing, E-Service Quality, Hedonic Shopping Motivation, Purchase Decision