

ABSTRAK

Dina Libria Ningrum. 2025. *Pengaruh Diskon Tanggal Kembar pada E-commerce Shopee Terhadap Minat Beli Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas PGRI Madiun*. Skripsi. Program Studi Pendidikan Ekonomi, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Dra. Ninik Srijani, M.Pd, M.M., (II) Drs. Wikanso, M.Pd

Penelitian ini bertujuan untuk mengetahui diskon tanggal kembar pada *e-commerce* Shopee terhadap minat beli mahasiswa Fakultas Keguruan dan Ilmu Pendidikan (FKIP) Universitas PGRI Madiun. Minat belanja online di kalangan mahasiswa yang semakin meningkat, terutama pada saat Shopee mengadakan promosi besar-besaran di tanggal kembar. Diskon yang ditawarkan mampu mendorong perilaku konsumtif serta menumbuhkan ketertarikan untuk melakukan pembelian secara impulsif. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan populasi yang berjumlah 473 mahasiswa FKIP angkatan 2021 Universitas PGRI Madiun yang aktif menggunakan *e-commerce* shopee. Sampel diambil secara *proportional random sampling* dengan total 93 responden. Teknik pengumpulan data dilakukan melalui kuesioner menggunakan skala likert. Data dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, dan regresi linier sederhana. Hasil penelitian menunjukkan bahwa diskon tanggal kembar berpengaruh positif dan signifikan terhadap minat beli mahasiswa dengan nilai signifikansi sebesar $0,000 < 0,05$. Dari penelitian ini, peneliti menyimpulkan yaitu dengan diskon tanggal kembar pada *e-commerce* shopee mampu meningkatkan minat beli dengan menciptakan urgensi pembelian pada mahasiswa.

Kata kunci: Diskon Tanggal Kembar, Minat Beli

ABSTRACT

Dina Libria Ningrum. 2025. The Effect of Double Date Discounts on Shopee E-commerce on the Purchase Interest of Students of the Faculty of Teacher Training and Education, Universitas PGRI Madiun. Thesis. Economic Education Study Program, FKIP, Universitas PGRI Madiun. Supervisors (I) Dr. Dra. Ninik Srijani, M.Pd, M.M., (II) Drs. Wikanso, M.Pd

Key Terms : Double Date Discount, Interest in Buying

This study aims to determine the twin date discount on Shopee e-commerce on the buying interest of students of the Faculty of Teacher Training and Education (FKIP), PGRI Madiun University. Interest in online shopping among students is increasing, especially when Shopee holds a massive promotion on twin dates. The discounts offered are able to encourage consumptive behavior and foster interest in making impulse purchases. This study uses a descriptive quantitative approach with a population of 473 FKIP students of class 2021, PGRI Madiun University who actively use shopee e-commerce. The sample was taken by proportional random sampling with a total of 93 respondents. The data collection technique was carried out through a questionnaire using a Likert scale. The data were analyzed using validity, reliability, classical assumption tests, and simple linear regression. The results showed that the twin date discount had a positive and significant effect on student buying interest with a significance value of $0.000 < 0.05$. From this study, the researcher concluded that the twin date discount on shopee e-commerce was able to increase buying interest by creating purchasing urgency in students.