

ABSTRAK

Sur Indah Setyo Rini. 2026. Efisiensi Belanja Online di *Marketplace Shopee*: Persepsi Mahasiswa FKIP Universitas PGRI Madiun. Skripsi. Program Studi Pendidikan Ekonomi, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Dra. Ninik Srijani, M.Pd., M.M (II) Dr. Novita Erliana Sari, M.Pd.

Perkembangan teknologi telah mengubah perilaku masyarakat dalam berbelanja offline menjadi online, termasuk di kalangan mahasiswa yang memanfaatkan *Marketplace Shopee* karena dinilai memberikan kemudahan, kepraktisan, dan efisiensi. Penelitian ini bertujuan untuk mengetahui persepsi mahasiswa FKIP Universitas PGRI Madiun mengenai efisiensi belanja online di *Marketplace Shopee*, mengidentifikasi faktor-faktor yang memengaruhi efisiensi, mengetahui pengalaman mahasiswa dalam menggunakan fitur-fitur *Shopee*, tingkat kepuasan terhadap efisiensi layanan, persepsi terhadap keamanan dan kenyamanan transaksi, serta kendala yang dihadapi saat berbelanja online. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data primer diperoleh melalui wawancara mendalam dengan 15 informan yang dipilih menggunakan teknik purposive sampling, sedangkan data sekunder diperoleh dari buku, jurnal, dan dokumen yang relevan. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi sumber, metode, dan waktu. Hasil penelitian menunjukkan bahwa mahasiswa memiliki persepsi positif terhadap efisiensi belanja online di *Marketplace Shopee*. Efisiensi dipengaruhi oleh efisiensi waktu, biaya, transaksi, dan pencarian produk, didukung oleh harga yang kompetitif, promosi, voucher, gratis ongkir, cashback, serta beragam metode pembayaran. Mahasiswa juga memanfaatkan fitur *Shopee* secara optimal, memiliki tingkat kepuasan yang tinggi, menilai transaksi aman dan nyaman, serta mampu mengatasi kendala melalui layanan yang disediakan *Shopee*.

Kata Kunci : Efisiensi Belanja Online, *Marketplace Shopee*

ABSTRACT

Sur Indah Setyo Rini, 2026. Online Shopping Efficiency in the Shopee Marketplace: Perceptions of Students of the Faculty of Teacher Training and Education, Universitas PGRI Madiun. Thesis. Economic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors (I) Dr. Dra. Ninik Srijani, M.Pd., M.M (II) Dr. Novita Erliana Sari, M.Pd.

The rapid advancement of technology has transformed consumer behavior; shifting purchasing practices from offline to online channels, particularly among university students who utilize the Shopee marketplace due to its perceived ease, practicality, and efficiency. This study aims to determine the perceptions of FKIP Universitas PGRI Madiun students regarding online shopping efficiency in the Shopee marketplace, identify the factors influencing this efficiency, evaluate students' experiences in utilizing Shopee features, assess their level of satisfaction with service efficiency, examine their perceptions of transaction security and convenience, and analyze the obstacles encountered during online shopping. This study employs a qualitative descriptive approach. Primary data were gathered through in-depth interviews with 15 informants selected via a purposive sampling technique, while secondary data were obtained from relevant books, journals, and documents. Data collection techniques included observation, interviews, and documentation. Data analysis followed the Miles and Huberman model, which comprises data reduction, data display, and conclusion drawing/verification, while data validity was strictly tested using source, method, and time triangulation. The results indicated that students maintain a highly positive perception of online shopping efficiency in the Shopee marketplace. This efficiency is significantly driven by optimizations in time, cost, transaction processes, and product discovery, which are further supported by competitive pricing, promotions, vouchers, free shipping, cashback, and diverse payment methods. Furthermore, students optimally utilize Shopee's architectural features, demonstrate high levels of satisfaction, perceive transactions as secure and convenient, and successfully resolve operational obstacles through the formal support services provided by Shopee.

Keywords: Efficiency Online Shopping, Shopee Marketplace