

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, harga, pendapatan konsumen, waktu dan resiko terhadap permintaan barang di *online shop*. Subyek dalam penelitian adalah mahasiswa/ mahasiswi di Kabupaten Sleman, DIY. Data dalam penelitian ini diperoleh dari penyebaran kuisioner sebanyak 100 responden. Analisis data menggunakan analisis berganda.

Hasil pengujian menunjukkan bahwa promosi, harga, pendapatan konsumen, waktu dan resiko secara simultan berpengaruh signifikan terhadap permintaan barang di online shop. Promosi berpengaruh positif dan signifikan terhadap permintaan barang di online shop. Harga berpengaruh positif dan signifikan terhadap permintaan barang di online shop. pendapatan konsumen berpengaruh positif dan signifikan terhadap permintaan barang di online shop. waktu berpengaruh positif dan signifikan terhadap permintaan barang di online shop. Resiko berpengaruh negatif dan tidak signifikan terhadap permintaan barang di online shop.

Kata kunci: promosi, harga, pendapatan konsumen, waktu, resiko, permintaan barang.

ABSTRACT

This study aims to analyze the influence of promotion, price, consumer income, time and risk on the demand for goods in online shop. Subjects in the study were university students in Sleman Regency, DIY. The data in this study were obtained from questionnaires as many as 100 respondents. Data analysis using multiple analysis.

The test results show that promotion, price, consumer income, time and risk simultaneously have a significant effect on the demand for goods in online shop. Promotion has a positive and significant effect on the demand for goods in online shop. Prices have a positive and significant effect on the demand for goods in online shop. Consumer income has a positive and significant effect on the demand for goods in online shop. Time has a positive and significant impact on the demand for goods in online shop. Risks have a negative and not significant effect on the demand for goods in online shop.

Keyword: promotion, prices, consumer income, time, risks, demam for goods.