

# MAPPING THE DECISION MAKING STYLE ONLINE PURCHASE OF PRODUCTS ON THE SELLING ONLINE SELLING SITE IN PADANG CITY

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## ABSTRACT

This study aims to analyze what style of decision making online product purchases at online buying and selling sites in the city of Padang and to analyze whether there are differences in the style of decision making online product purchases at online trading sites in Padang. The population in this study are all consumers who shop for products online at online buying and selling sites in the city of Padang, with a total sample of 150 people. The sampling method in this study was purposive sampling. The type of data used is primary data through questionnaires. Data analysis method used is the chi square test.

The results of this study found that there were significant differences in the style of decision making online product purchases at online trading sites in Padang city. Then based on online buying and selling sites that are used to shop for products online on the buying and selling site Bukalapak, Tokopedia, Shopee consumers are more likely to use a decision-making style based on perfectionists.

**Keywords: Purchasing Decision Making Style**

**PEMETAAN GAYA PENGAMBILAN KEPUTUSAN PEMBELIAN  
PRODUK SECARA *ONLINE* DI SITUS JUAL BELI *ONLINE*  
DI KOTA PADANG**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis seperti apa gaya pengambilan keputusan pembelian produk secara *online* di situs jual beli *online* di Kota Padang serta untuk menganalisis apakah terdapat perbedaan gaya pengambilan keputusan pembelian produk secara *online* di situs jual beli *online* di Kota Padang. Populasi dalam penelitian ini adalah seluruh konsumen yang berbelanja produk secara *online* di situs jual beli *online* di Kota Padang, dengan jumlah sampel 150 orang. Metode pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Jenis data yang digunakan adalah data primer melalui penyebaran kuesioner. Metode analisa data yang digunakan adalah uji chi square test.

Hasil penelitian ini menemukan bahwa terdapat perbedaan yang signifikan dari gaya pengambilan keputusan pembelian produk secara *online* di situs jual beli *online* di kota padang. Kemudian berdasarkan situs juali beli *online* yang dipergunakan untuk berbelanja produk secara *online* di situs jual beli Bukalapak, Tokopedia, Shopee konsumen lebih cenderung menggunakan gaya pengambilan keputusan berdasarkan perfeksionis.

***Kata Kunci : Gaya Pengambilan Keputusan Pembelian***