

ANALISIS PENGARUH HARBOLNAS (Hari Belanja Online Nasional) DAN PROGRAM SUBSIDI ONGKIR TERHADAP MINAT BELANJA KONSUMEN DI *E-COMMERCE* (Studi Kasus Kelurahan Ladang Bambu Medan Tuntungan)

Abstrak

Harbolnas dan Program subsidi ongkir dianggap mampu meningkatkan minat belanja di *e-commerce*, awal berlangsungnya harbolnas hingga pada saat ini masih mendapat perhatian bagi para konsumen *e-commerce*. Subsidi ongkir sampai saat ini masih dianggap mempunyai pengaruh dalam menaikkan minat belanja konsumen. Penelitian menggunakan metode kuantitatif dengan jumlah responden sebanyak 100 orang. Hasil penelitian menunjukkan bahwa Harbolnas (X1) tidak berpengaruh signifikan terhadap minat belanja dan Program Subsidi Ongkir (X2) berpengaruh signifikan terhadap minat belanja di *e-commerce* studi kasus Kelurahan Ladang Bambu Kecamatan Medan Tuntungan Medan.



ANALYSIS OF THE INFLUENCE OF HARBOLNAS (National OnlineShopping Day) AND POSTAGE SUBSIDY PROGRAM ON CONSUMER SHOPPING INTEREST IN E-COMMERCE

(Case Study of Ladang Bambu Village, Medan Tuntungan)

Abstract

Harbolnas and the postage subsidy program are considered to be able to increase shopping interest in e-commerce, the beginning of harbolnas until now still gets attention for e-commerce consumers. Postage subsidies are still considered to have an influence in increasing consumer shopping interest in e-commerce. The study used a quantitative method with purposive sampling technique with a total of 100 respondents. The results showed that Harbolnas (X1) had no significant effect on shopping interest and the Ongkir Subsidy Program (X2) had a significant effect on shopping interest in e-commerce, a case study of Ladang Bambu Village, Medan Tuntungan Subdistrict, Medan.

Kata Kunci: Harbolnas, Program Subsidi Ongkir di e-commerce dikelurahan Ladang Bambu

