

ABSTRACT

Technological advancements have transformed consumer shopping patterns, especially among students who tend to prefer *online* shopping due to its convenience and efficiency. Alfagift, as one of Alfamart's e-grocery applications, offers various features such as free shipping and a user-friendly interface to enhance users' purchase decisions. However, there is still a research gap in understanding how shipping costs and ease of use influence students' purchase decisions. Therefore, this study aims to analyze the impact of shipping costs and ease of use on purchase decisions in the Alfagift application among students in Bandung.

This research employs a quantitative descriptive causal approach using a survey method. Data were collected through questionnaires distributed to students in Bandung who have used the Alfagift application, with a total of 112 respondents. The data analysis technique used is multiple linear regression with the assistance of SPSS 27.0 software. This study examines the effect of shipping costs (X1) and ease of use (X2) on purchase decisions (Y).

The research results indicate that the variables of shipping costs (X1) and ease of use (X2) influence purchase decisions (Y) in the use of the Alfagift application among students in Bandung. Based on the coefficient of determination analysis, a value of 72,1% was obtained, indicating that 72,1% of the variation in purchase decisions can be explained by the two variables, shipping costs (X1) and ease of use (X2). Meanwhile, the remaining 27,9% is influenced by other factors not examined in this study. This suggests that shipping costs and ease of use have a strong contribution in influencing students' decisions to use the Alfagift application.

Keywords: Shipping Costs, Ease of Use, Purchase Decision, Alfagift, Students, E-Grocery.