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**PENGARUH LAYANAN SHOPEE PAYLATER TERHADAP MINAT  
BELI MAHASISWA DI PLATFORM SHOPEE**

**ABSTRAK**

Tujuan dari penelitian ini guna mengetahui bagaimana pengaruh layanan Shopee Paylater terhadap minat beli mahasiswa Fakultas Ekonomi Hukum dan Humaniora. Populasi yang digunakan pada penelitian ini adalah mahasiswa Fakultas Ekonomi Hukum dan Humaniora yang menggunakan layanan Shopee Paylater, populasi diambil data dari Akademik Univeristas Ngudi Waluyo, dari populasi tersebut didapatkan sampel sebanyak 278 mahasiswa Fakultas Ekonomi Hukum Dan Humaniora. Metode penelitian ini menggunakan metode kuantitatif. Hasil dari penelitian ini adalah Reability dan assurance berpengaruh positif dan sebaliknya Responsiveness, Empathy dan Tangibel berpengaruh negative terhadap minat beli mahasiswa Fakultas Ekonomi Hukum Dan Humaniora

***Kata kunci:*** *Layanan Shopee Paylater, Platform Shopee, Minat Beli*

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**THE INFLUENCE OF SHOPEE PAYLATER SERVICES ON STUDENTS'  
PURCHASING INTEREST ON THE SHOPEE PLATFORM**

**ABSTRACT**

*The purpose of this study was to find out how Shopee Paylater services affect the purchasing interest of students of the Faculty of Economics and Humanities. The population used in this study was students of the Faculty of Law Economics and Humanities who used the Shopee Paylater service, population data were taken from the Akadamic Univeristas Ngudi Waluyo, from this population a sample of 278 students of the Faculty of Economics and Law and Humanities was obtained. This research method uses quantitative methods. The result of this study was that Reability and Assurance had a positive effect and on the contrary Responsiveness, Empathy and Tangible had a negative effect on the purchasing interest of students of the Faculty of Law and Humanities*

**Keywords:** *Shopee Paylater Service, Shopee Platform, Purchase Interest*