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<p>Intensitas Mengakses Online Shop di Media Sosial Dengan Keputusan Pembelian Produk Fashion Di Masa Pandemi COVID-19 Pada Mahasiswa</p>		
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<p>Article Info</p> <p>Article history: Received Sep3, 2019 Revised May17, 2020 Accepted June28, 2020</p> <p>Keywords: The intensity of accessing online shop, Social media, Purchasing decisions Pandemic, Covid-19</p>	<p>ABSTRACT</p> <p>This research aims to determine the correlation of intensity of accessing online shop in social media with the purchasing decisions of fashion products in the pandemic period COVID-19 for students of the Faculty of Social and Political Sciences, Mulawarman University. This research uses quantitative research methods. The subjects of this research were 120 students at the Faculty of Social and Political Sciences, Mulawarman University Samarinda, selected using a purposive sampling technique. The data collection methods used are the intensity scale of accessing online shop on social media and the scale of purchasing decisions. The collected data were analyzed with Pearson Product Moment partial correlation test with the help of the Statistical Package for Social Sciences (SPSS) program 22.0 for windows. The results of this research indicate that there was a low positive correlation between the intensity of accessing online shops on social media conducted by students in determining purchasing decisions with r value $> r$ table (0.287 > 0.179), and sig. amounted to 0.001 < 0.05. The high intensity of accessing online shops on social media conducted by students directly proportional in making purchasing decisions of fashion products in the pandemic period COVID-19.</p>	
<p>Penelitian ini bertujuan bertujuan untuk mengetahui hubungan intensitas mengakses online shop di media sosial dengan keputusan pembelian produk fashion di masa pandemi COVID-19 pada mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman. Penelitian ini menggunakan pendekatan kuantitatif. Subjek penelitian ini adalah 120 orang mahasiswa di Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman Samarinda dipilih menggunakan teknik purposive sampling. Metode pengumpulan data yang digunakan adalah skala intensitas mengakses online shop di media sosial dan skala keputusan pembelian. Data yang terkumpul dianalisis dengan uji korelasi parsial Pearson Product Moment dengan bantuan program Statistical Package for Social Sciences (SPSS) 22.0 for windows. Hasil penelitian ini menunjukkan bahwa ada hubungan positif yang rendah dari intensitas mengakses online shop di media sosial yang dilakukan oleh mahasiswa dalam menentukan keputusan pembelian dengan hasil r hitung $> r$ tabel (0.287 > 0.179), dan sig. sebesar 0.001 < 0.05. Semakin tinggi intensitas mengakses online shop di media sosial yang dilakukan mahasiswa, akan berbanding lurus dalam menentukan keputusan pembelian produk fashion di masa pandemi COVID-19.</p>	<p>ABSTRAK</p>	<p>Kata kunci Intensitas mengakses online shop, Media sosial, Keputusan pembelian Pandemic, Covid-19</p>