

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perbandingan antara penjualan online dan offline pada Toko Fashion Larisva Shop di Kota Bandung, dengan fokus pada perbedaan volume penjualan, faktor keputusan pembelian, dan tingkat kepuasan pelanggan. Metode penelitian yang digunakan adalah kualitatif deskriptif dan kuantitatif parametrik, menggunakan data primer dari kuesioner kepada 30 responden serta data sekunder berupa omzet bulanan selama 75 bulan (Oktober 2019 – Desember 2025). Analisis data diuji menggunakan deskriptif dan uji beda Independent Samples t-Test melalui program SPSS 27. Hasil uji beda menunjukkan nilai signifikansi 0,000 ($< 0,05$), membuktikan adanya perbedaan signifikan pada faktor keputusan pembelian antara konsumen online dan offline. Secara finansial, rata-rata omzet bulanan saluran online (Rp13.907.702,67) jauh lebih tinggi dibanding saluran offline (Rp7.223.593,07). Kendati omzet digital lebih besar, mayoritas responden (77%) tetap lebih memilih bertransaksi secara offline karena faktor kepercayaan dan jaminan kualitas fisik barang, sedangkan kepuasan pelanggan online lebih dipengaruhi oleh kemudahan akses serta kecepatan respons komunikasi.

Kata Kunci: *Penjualan Online, Penjualan Offline, Keputusan Pembelian, Kepuasan Pelanggan, Larisva Shop.*

ABSTRACT

This study aims to analyze the comparison between online and offline sales at the Larisva Shop fashion store in Bandung, focusing on differences in sales volume, purchase decision factors, and customer satisfaction levels. The research methods employed are descriptive qualitative and parametric quantitative, utilizing primary data from questionnaires distributed to 30 respondents and secondary data consisting of monthly turnover over a 75-month period (October 2019 – December 2025). Data analysis was conducted using descriptive analysis and an Independent Samples t-Test using SPSS 27. The t-test results showed a significance value of 0.000 (< 0.05), proving a significant difference in purchase decision factors between online and offline consumers. Financially, the average monthly turnover for the online channel (IDR 13,907,702.67) was substantially higher than that of the offline channel (IDR 7,223,593.07). Despite the larger digital revenue, the majority of respondents (77%) still preferred purchasing offline due to trust factors and product quality assurance, while online customer satisfaction was primarily influenced by ease of access and communication responsiveness.

Keywords: *Online Sales, Offline Sales, Purchase Decision, Customer Satisfaction, Larisva Shop.*