

INTISARI

Penelitian ini memiliki tujuan: (1) Untuk mengetahui apakah *sales promotion* yang dilakukan shopee berpengaruh terhadap kegiatan *impulse buying* pada penggunanya saat pandemi covid-19. (2) Untuk mengukur seberapa besar pengaruh *sales promotion* yang dilakukan shopee terhadap kegiatan *impulse buying* pada penggunanya saat pandemi covid-19. Penelitian ini juga menggunakan metode kuantitatif, data pada penelitian ini diperoleh melalui kuesioner yang dibagikan oleh peneliti dan sampelnya diambil dengan menggunakan teknik *non probability sampling*. Kesimpulan dalam penelitian ini menghasilkan: (1) Terdapat pengaruh yang signifikan dan positif antara variabel *sales promotion* dan variabel *impulse buying*. (2) Variabel *sales promotion* berpengaruh terhadap variabel *impulse buying* sebesar 29,8%.

Kata Kunci : Sales Promotion, Impulse Buying

ABSTRACT

This study has purpose: (1) to find out whether the sales promotion carried out by shopee has an effect on impulse buying activities for its users during the covid-19 pandemic. (2) To measure how much influence shopee's sales promotion has on impulse buying activities for its users during the covid-19 pandemic. This study also uses quantitative methods, the data in this study were obtained through questionnaires distributed by researchers and the samples were taken using non-probability sampling techniques. The conclusions in this study produce: (1) There is a significant and positive influence between the sales promotion variable and the impulse buying variable. (2) The sales promotion variable has an effect on the impulse buying variable by 29.8%.

Keywords : Sales Promotion, Impulse Buying