

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, kualitas produk dan harga terhadap perilaku pembelian *E-Impulse Buying* Shopee *Flash Sale* di DKI Jakarta. Populasi dalam penelitian ini adalah konsumen yang pernah menggunakan dan melakukan pembelian di aplikasi atau situs Shopee *Flash Sale* di DKI Jakarta dan jumlah populasi tidak diketahui. Sampel yang dipergunakan adalah sebanyak 220 responden, dihitung berdasarkan rumus Hair *et al.* Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa promosi berpengaruh positif dan signifikan terhadap perilaku *E-Impulse Buying*. Kualitas produk berpengaruh positif dan signifikan terhadap perilaku *E-Impulse Buying*. Harga berpengaruh positif dan signifikan terhadap perilaku *E-Impulse Buying*.

Kata Kunci : Promosi, Kualitas Produk, Harga, *E-Impulse Buying*, *E-Commerce*, *Flash Sale*, DKI Jakarta



ABSTRACT

This study aims to analyze the effect of promotion, product quality and price on the buying behavior of E-Impulse Buying Shopee Flash Sale in DKI Jakarta. The population in this study is consumers who have used and made purchases in Shopee Flash Sale applications or sites in DKI Jakarta and the population is unknown. The sample used was 220 respondents, calculated based on the formula Hair et al. The sampling method uses purposive sampling. The method of collecting data uses a survey method, with the research instrument being a questionnaire. Data analysis method uses Partial Least Square. This study proves that promotion has a positive and significant effect on the behavior of E-Impulse Buying. Product quality has a positive and significant effect on the behavior of E-Impulse Buying. Price has a positive and significant effect on the behavior of E-Impulse Buying.

Keywords: Promotion, Product Quality, Price, E-Impulse Buying, E-Commerce, Flash Sale, DKI Jakarta

