

ABSTRAK

Kemajuan teknologi yang pesat dalam perekonomian membuat perubahan perilaku konsumen dari belanja di toko menjadi belanja online. Media pemasaran yang memanfaatkan platform digital untuk bisnis secara online yaitu *e-commerce* shopee membuat aplikasi untuk memenuhi kebutuhan konsumen dalam berbelanja dan membentuk fenomena baru *impulsive buying*. *Impulsive buying* terjadi disebabkan oleh faktor eksternal dan internal yang dipicu melalui strategi pemasaran dengan program *flash sale* serta potongan harga yang diberikan oleh shopee. Penelitian ini bertujuan untuk mengetahui apakah program *flash sale*, *price discount* dan *motivasi hedonic* berpengaruh terhadap *impulsive buying* produk fashion pada *e-commerce* shopee. Metode dalam penelitian ini menggunakan metode penelitian kuantitatif. Perolehan data dilakukan melalui penyebaran kuesioner kepada 100 mahasiswa fakultas ekonomi dan bisnis islam uin raden fatah Palembang dengan teknik purposive sampling. Teknik analisis dalam penelitian ini menggunakan analisis regresi linear berganda dengan aplikasi olah data SPSS versi 22. Dari hasil penelitian yang dilakukan peneliti menunjukkan bahwa (1) Program *flash sale* secara parsial berpengaruh positif dan signifikan terhadap *impulsive buying* produk fashion pada *e-commerce* shopee, (2) *Price discount* secara parsial berpengaruh positif dan signifikan terhadap *impulsive buying* produk fashion pada *e-commerce* shopee, (3) *Motivasi hedonic* secara parsial berpengaruh positif dan signifikan terhadap *impulsive buying* produk fashion pada *e-commerce* shopee. (4) Program *flash sale*, *price discount* dan *motivasi hedonic* secara simultan berpengaruh positif dan signifikan terhadap *impulsive buying* produk fashion pada *e-commerce* shopee dengan nilai *Adjusted R Square* sebesar 0,635 yang berarti hanya 63,5% yang dipengaruhi oleh variabel program *flash sale*, *price discount* dan *motivasi hedonic* sisanya sebesar 36,5% dipengaruhi oleh variabel atau faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Flash Sale, Price Discount, Motivasi Hedonic, Impulsive Buying*

ABSTRACT

The increasing technological developments in the economy are changing consumer behavior from offline shopping to online shopping. Marketing media that utilizes digital platforms for online business, namely e-commerce Shopee, creates applications to meet consumer needs in shopping and forms a new phenomenon of impulsive buying. Impulsive buying occurs due to external and internal factors which are triggered through marketing strategies with flash sale programs and price discounts provided by Shopee. This research aims to find out whether flash sale programs, price discounts and hedonic motivation have an effect on impulsive buying of fashion products on Shopee e-commerce. The method in this research uses quantitative research methods. Data was obtained by distributing questionnaires to 100 students of the Faculty of Economics and Islamic Business, Uin Raden Fatah, Palembang using a purposive sampling technique. The analysis technique in this research uses multiple linear regression analysis with the SPSS version 22 data processing application. From the results of research conducted by researchers, it shows that (1) The flash sale program partially has a positive and significant effect on impulsive buying of fashion products on Shopee e-commerce, (2) Price discounts partially have a positive and significant effect on impulsive buying of fashion products on Shopee e-commerce, (3) Hedonic motivation partially has a positive and significant effect on impulsive buying of fashion products on Shopee e-commerce. (4) The flash sale program, price discount and hedonic motivation simultaneously have a positive and significant effect on impulsive buying of fashion products on Shopee e-commerce with an Adjusted R Square value of 0.635, which means only 63.5% is influenced by the flash sale program variable, The remaining 36.5% of price discounts and hedonic motivation are influenced by other variables or factors not examined in this research.

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