

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh flash sale dan live streaming terhadap impulsive buying pada e-commerce Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian deskriptif dan verifikatif. Teknik sampling yang digunakan yaitu no probability sampling, dengan teknik accidental sampling. Analisis data yang digunakan yaitu menggunakan analisis regresi linier berganda, analisis korelasi berganda, dan analisis koefisien determinasi.

Hasil dari penelitian ini menunjukkan bahwa flash sale dan live streaming baik secara parsial maupun simultan memiliki pengaruh positif dan signifikan terhadap impulsive buying. Hasil penelitian menunjukkan bahwa flash sale dan live streaming memiliki kontribusi pengaruh terhadap impulsive buying secara simultan sebesar 49,9%. Kontribusi pengaruh flash sale terhadap impulsive buying secara parsial sebesar 36,26%. Kontribusi pengaruh live streaming terhadap impulsive buying sebesar 13,64%, serta 59,1% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Berdasarkan hasil analisis dan kesimpulan pada bab pembahasan maka peneliti menyarankan perusahaan untuk mengevaluasi kembali terkait dengan flash sale yang ditawarkan serta kualitas fitur live streaming terhadap proses impulsive buying. Dengan demikian, Flash Sale dan Live Streaming menjadi salah satu strategi bagi perusahaan untuk meningkatkan impulsive buying.

Kata Kunci: Flash Sale, Live Streaming, dan Impulsive Buying

ABSTRACT

This study aims to determine the effect of flash sales and live streaming on impulsive buying on Tokopedia e-commerce. This study uses a quantitative approach with descriptive and verification research methods. The sampling technique used is no probability sampling, with accidental sampling technique. Data analysis used is multiple linear regression analysis, multiple correlation analysis, and coefficient of determination analysis.

The results of this study indicate that flash sales and live streaming both partially and simultaneously have a positive and significant effect on impulsive buying. The results show that flash sales and live streaming have a simultaneous contribution to impulsive buying of 49.9%. The contribution of the influence of flash sales on impulsive buying partially is 36.26%. The contribution of the influence of live streaming on impulsive buying is 13.64%., and 59.1% is influenced by other variables not examined in this study.

Based on the results of the analysis and conclusions in the discussion chapter, the researcher suggests that companies re-evaluate the flash sales offered and the quality of the live streaming feature on the impulsive buying process. Thus, Flash Sale and Live Streaming become one of the strategies for companies to increase impulsive buying.

Keywords: Flash Sale, Live Streaming, and Impulsive Buying