

ABSTRAK

**PENGARUH *FLASH SALE*, *ELECTRONIC WORD OF MOUTH*, DAN
HEDONIC SHOPPING MOTIVATION TERHADAP *IMPULSIVE
BUYING* PADA PENGGUNA APLIKASI SHOPEE**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *flash sale* terhadap *impulsive buying* pada Pengguna Aplikasi Shopee, 2) Pengaruh *electronic word of mouth* terhadap *impulsive buying* pada Pengguna Aplikasi Shopee 3) pengaruh *hedonic shopping motivation* terhadap *impulsive buying* pada Pengguna Aplikasi Shopee, 4) Perbedaan *impulsive buying* antara laki-laki dan perempuan Pengguna Aplikasi Shopee. Populasi dalam penelitian ini adalah Pengguna Aplikasi Shopee. Responden penelitian ini sebanyak 96 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 26,0. Hasil penelitian ini menunjukkan bahwa 1) *Flash sale* berpengaruh terhadap *impulsive buying* pada Pengguna Aplikasi Shopee, 2) *Electronic word of mouth* tidak berpengaruh terhadap *impulsive buying* pada Pengguna Aplikasi Shopee, 3) *Hedonic shopping motivation* berpengaruh terhadap *impulsive buying* pada Pengguna Aplikasi Shopee 4) Tidak ada perbedaan *impulsive buying* antara laki-laki dan perempuan Pengguna Aplikasi Shopee

Kata kunci: *flash sale, electronic word of mouth, hedonic shopping motivation*

ABSTRACT

THE EFFECT OF *FLASH SALE*, *ELECTRONIC WORD OF MOUTH*, AND *HEDONIC SHOPPING MOTIVATION* ON IMPULSIVE PURCHASES FROM SHOPEE APPLICATION USERS

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This study aims to determine: 1) the users effect of flash sales on impulsive buying of Shopee application, 2) the influence of electronic word of mouth on impulsive buying among Shopee application users, 3) the effect of hedonic shopping motivation on impulsive buying among Shopee application users, 4) The difference in impulsive buying between male and female users of the Shopee application. The population for this study comprised users of the Shopee application. The respondents in this study were selected through purposive sampling technique, with a total of 96 people. The method of data analysis applied in this study was multiple linear regression, which was conducted using SPSS version 26.0. The results of this study indicate that 1) flash sales have an effect on impulsive buying among users of the Shopee application, 2) electronic word of mouth has no influence on impulsive buying among users of the Shopee application, 3) Hedonic shopping motivation has an effect on impulsive buying among users of the Shopee application, and 4) There is no difference in impulsive buying between male and female users of the Shopee application.

Keywords: *flash sale, electronic word of mouth, hedonic shopping motivation*



