

ABSTRAK

HUBUNGAN KEMUDAHAN TRANSAKSI PEMBAYARAN DAN PROMO GRATIS ONGKOS KIRIM DENGAN PERILAKU *IMPULSIVE BUYING*

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Penelitian ini bertujuan untuk mengetahui hubungan kemudahan transaksi pembayaran dan promo gratis ongkos kirim dengan perilaku *impulsive buying* mahasiswa Universitas Sanata Dharma. Pendekatan penelitian ini adalah kuantitatif. Penelitian dilaksanakan pada bulan Februari sampai dengan April 2025. Populasi penelitian sebanyak 9562 orang. Sampel penelitian sebanyak 384 orang. Teknik penarikan sampel penelitian dilakukan dengan *accidental sampling* Metode pengumpulan data adalah kuesioner. Teknik analisis data penelitian menggunakan korelasi *Kendall's Tau*. Hasil penelitian ini menunjukkan: 1) terdapat hubungan kemudahan transaksi pembayaran dengan perilaku *impulsive buying* pada mahasiswa Universitas Sanata Dharma (*correlation coefficient* = 0,115.; *sig. (2-tailed)* = 0,001). 2) terdapat hubungan promo gratis ongkos kirim dengan perilaku *impulsive buying* pada mahasiswa Universitas Sanata Dharma (*correlation coefficient* = 0,263; *sig. (2-tailed)* = 0,000)

Kata Kunci: Kemudahan transaksi pembayaran, promo gratis ongkos kirim, *impulsive buying*.

ABSTRACT

THE RELATIONSHIP BETWEEN EASE OF PAYMENT TRANSACTIONS AND FREE SHIPPING PROMOS WITH IMPULSIVE BUYING BEHAVIOR

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This study aims to determine the relationship between the ease of payment transactions and free shipping promos with the impulsive buying behavior of Sanata Dharma University students. This research approach is quantitative. The research was conducted from February to April 2025. The study population was 9562 people. The research sample was 384 people. The research sampling technique was carried out by accidental sampling. The data collection method was a questionnaire. The research data analysis technique used Kendall's Tau correlation. The results of this study indicate: 1) there is a relationship between the ease of payment transactions and impulsive buying behavior in Sanata Dharma University students (correlation coefficient = .115.; sig. (2-tailed) = .001). 2 there isa relationship between free shipping promos and impulsive buying behavior in Sanata Dharma University students (correlation coefficient=.263; (2-tailed)= .000

Keywords: *Ease of payment transactions, free shipping promos, impulsive buying.*

