

ABSTRAK

HUBUNGAN MEREK DAN *FLASH SALE ONLINE* DENGAN PERILAKU *IMPULSIVE BUYING*

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Penelitian ini bertujuan untuk mengetahui hubungan merek dan *flash sale Online* dengan perilaku *flash sale Online* mahasiswa Universitas Sanata Dharma. Jenis penelitian ini adalah deskriptif kuantitatif. Penelitian dilaksanakan pada awal tahun 2025. Populasi penelitian ini seluruh mahasiswa Universitas Sanata Dharma. Jumlah sampel penelitian sebanyak 384 orang. Teknik penarikan sampel penelitian menggunakan *accidental sampling*. Metode pengumpulan data penelitian ini menggunakan kuesioner. Teknik analisis data adalah korelasi *Kendall's Tau*. Hasil penelitian ini menunjukkan: 1) ada hubungan merek dengan *impulsive buying* (*correlation coefficient* = 0,363; *sig. (2-tailed)* = 0,000); 2) ada hubungan *flash sale Online* dengan *impulsive buying* (*correlation coefficient* = 0,298; *sig. (2-tailed)* = 0,000).

Kata Kunci: Merek, *flash sale online*, *impulsive buying*.

ABSTRACT

**THE RELATIONSHIP OF BRAND AND ONLINE FLASH SALES WITH
FLASH SALE ONLINE BEHAVIOR**

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This study aims to determine the relationship between brands and online flash sales with flash sale Online behavior of Sanata Dharma University students. This type of research is descriptive quantitative. The research was conducted in early 2025. The population of this study were all students of Sanata Dharma University. The number of research samples was 384 people. The research sampling technique used accidental sampling. The data collection method used a questionnaire. The data analysis technique is Kendall's Tau correlation. The results of this study indicate: 1) there is a brand relationship with impulsive buying (correlation coefficient = 0.363; sig. (2-tailed) = 0.000); 2) there is a relationship between online flash sales and impulsive buying (correlation coefficient = 0.298; sig. (2-tailed) = 0.000).

Keywords: Brand, online flash sale, impulsive buying.