

ABSTRAK

Pengaruh *Flash sale* dan *Celebrity Endorsement* Terhadap *Impulsive buying* Pengguna *E-commerce* Shopee Pada Generasi Z

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara simultan *flash sale* dan *celebrity endorsement* terhadap *impulsive buying* dalam *e-commerce* Shopee, (2) Pengaruh *flash sale* secara parsial terhadap *impulsive buying* dalam *e-commerce* Shopee, (3) Pengaruh *celebrity endorsement* secara parsial terhadap *impulsive buying* dalam *e-commerce* Shopee. Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah semua generasi Z yang pernah menggunakan *e-commerce* Shopee Indonesia 1 bulan terakhir dan pernah melakukan pembelian di sistem *flash sale* 1 bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Teknik olah data menggunakan bantuan aplikasi SPSS IBM *Statistic 30*. Teknik pengujian instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis data menggunakan analisis deksriptif, uji asumsi klasik, regresi linier berganda, uji hipotesis, dan koefisien determinasi, hasil penelitian ini menunjukkan bahwa: (1) Terdapat pengaruh secara simultan *flash sale* dan *celebrity endorsement* terhadap *impulsive buying* dalam *e-commerce* Shopee, (2) Terdapat pengaruh *flash sale* secara parsial terhadap *impulsive buying* dalam *e-commerce* Shopee, (3) Terdapat pengaruh *celebrity endorsement* secara parsial terhadap *impulsive buying* dalam *e-commerce* Shopee.

Kata kunci: *flash sale*, *celebrity endorsement*, dan *impulsive buying*.

ABSTRACT

The Influence of Flash Sale and Celebrity Endorsement on Impulsive Buying Among Shopee E-Commerce Users of Generation Z

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This research aims to determine: (1) The simultaneous influence of flash sales and celebrity endorsement on impulsive buying in Shopee e-commerce, (2) the partial influence of flash sales on impulsive buying in Shopee e-commerce, and (3) the partial influence of celebrity endorsement on impulsive buying in Shopee e-commerce. This research is a quantitative study using a survey method. The population in this study includes all of Generation Z who have used Shopee Indonesia e-commerce and have made a purchase through the flash sale system within the last month. The sampling technique used was accidental sampling. Data processing was assisted by IBM SPSS Statistics version 30. The research instrument was tested using validity and reliability tests. Data analysis techniques included descriptive analysis, classical assumption tests, multiple linear regression analysis, hypothesis testing, and the coefficient of determination. The results of this study indicate that: (1) There is simultaneous influence of flash sales and celebrity endorsement on impulsive buying in Shopee e-commerce, (2) There is partial influence of flash sales on impulsive buying in Shopee e-commerce, and (3) There is partial influence of celebrity endorsement on impulsive buying in Shopee e-commerce.

Keywords: flash sale, celebrity endorsement, impulsive buying.