

ABSTRAK

PENGARUH DIRECT MARKETING DAN FLASH SALE TERHADAP ONLINE IMPULSE BUYING PADA LIVE STREAMING MARKETING SHOPEE LIVE

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Digitalisasi menyebabkan trend belanja online salah satunya pada *e-commerce* Shopee. Shopee memiliki alat promosi berupa *Direct marketing* dan *Flash Sale* yang mendorong perilaku *Online Impulse Buying*. Digitalisasi menyebabkan trend belanja online salah satunya pada *e-commerce* Shopee. Shopee memiliki alat promosi berupa *Direct marketing* dan *Flash Sale* yang mendorong perilaku *Online Impulse Buying*. Penelitian ini bertujuan untuk mengetahui pengaruh *Direct Marketing* dan *Flash sale* baik secara simultan maupun parsial terhadap *Online Impulse Buying* pada *Live Streaming Marketing* Shopee *Live*. Jenis penelitian yang digunakan adalah jenis penelitian kuantitatif dengan metode asosiatif kausal. Sampel yang digunakan dalam penelitian ini adalah 100 responden, pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner yang diujikan dengan uji validitas dan reliabilitas. Dengan analisis linier berganda sebagai teknik analisa. Hasil penelitian melalui uji t (parsial) menunjukan bahwa *Direct Marketing* dan *Flash Sale* berpengaruh positif dan signifikan terhadap *Online Impulse Buying*. Hasil penelitian uji F (simultan) menunjukan bahwa nilai $Sig < \text{Alpha}$ ($0.000 < 0,05$) maka secara bersama-sama *Direct Marketing* dan *Flash Sale* berpengaruh positif dan signifikan terhadap *Online Impulse Buying*.

Kata Kunci — *Direct Marketing, Live Streaming Marketing Shopee Live, Flash sale, Online Impulse Buying.*

THE ABSTRACT

EFFECT OF DIRECT MARKETING AND FLASH SALE ON ONLINE IMPULSE BUYING DURING SHOPEE'S LIVE STREAMING MARKETING

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Digitalization created online shopping trends. One of the recent digitalization trends was Shopee e-commerce. Shopee had promotional tools in the form of direct marketing and flash sale that stimulated online impulse buying behavior. The objective of this research was finding out the effect of the direct marketing and the flash sale on the online impulse buying during Shopee's Live Streaming Marketing. The type of this research was a quantitative research. The method used in this research was the causal, associative method. The sampling method used in this research was the non-probability sampling method with purposive sampling technique. The number of sample of this research was 100 respondents. The data collecting technique used in this research was through distributing questionnaires. The measurement method used in this research was through the validity test and the reliability test. The data analyzing technique used in this research was through a multiple linear analysis. The result of the t test was that the direct marketing and the flash sale had a positive, significant effect on the online impulse buying. Moreover, the result of the F test was that the direct marketing and the flash sale had a positive, significant effect on the online impulse buying (the value of Sig (0.000) < Alpha (0.05)).

Keywords: Direct Marketing, Shopee's Live Streaming Marketing, Flash Sale, Online Impulse Buying.