

ABSTRACT

THE EFFECT OF FLASH SALES AND ONLINE SHOPPING ENJOYMENT ON IMPULSIVE BUYING ON SHOPEE MARKETPLACE (A CASE STUDY ON STUDENTS OF DIGITAL BUSINESS STUDY PROGRAM AT IIB DARMAJAYA)

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The purpose of this study was to find out the effect of Flash Sale and Online Shopping Enjoyment on the Shopee Marketplace, as a case study among students of the Digital Business Program at the Institute of Informatics and Business (IIB) Darmajaya. This research employed a quantitative method, with the data collection technique through questionnaires. The population in this study consisted of 203 students enrolled in the Digital Business Study Program at IIB Darmajaya, with the sample of 135 students determined using the Slovin formula. The analysis technique used was multiple linear regression analysis with the assistance of SPSS 20 software. The result of this study indicated that both Flash Sale and Online Shopping Enjoyment variables collectively had a significant effect on impulsive buying on the Shopee Marketplace (a case study among students of the Digital Business Study Program at IIB Darmajaya), as evidenced by the ANOVA test yielding an F-value of 5.371, while the F-table value was 3.06. Based on these results, it was concluded that the F-value > F-table or had a significance value of $0.0003 < 0.05$, thus rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_a).

Keywords: Flash Sale, Online Shopping Enjoyment, Impulsive Buying, Shopee, Bisnis Digital

