

ABSTRAK

Impulse buying merupakan Tindakan pembelian yang dilakukan secara tiba-tiba tanpa adanya rencana sebelumnya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *flash sale*, *locus of control*, dan *Shopping lifestyle* terhadap *Impulse buying* pada e-commerce shopee, dengan objek penelitian mahasiswa program studi manajemen ITB Widya Gama Lumajang. Populasi dalam penelitian ini adalah seluruh program studi tersebut, dengan jumlah sampel 95 responden yang diperoleh melalui Teknik purposive sampling. Data penelitian dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda. Berdasarkan hasil uji t atau uji parsial, diketahui bahwa variable *flash sale*, *locus of control*, dan *Shopping lifestyle* berpengaruh signifikan terhadap *impulse buying*. Adapun nilai koefisien determinasi sebesar 0,709 atau 70,9% menunjukkan bahwa ketiga variable independen mampu menjelaskan perilaku *Impulse buying* sebesar 70,9%, sedangkan sisanya 29,1% dijelaskan oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Flash sale*, *Locus of control*, *Shopping Lifestyle*, dan *Impulse buying*



ABSTRACT

Impulse buying is a sudden purchase action without any prior planning. The purpose of this study is to determine the effect of flash sale, locus of control, and Shopping lifestyle on Impulse buying on e-commerce shopee, with the object of research being students of the management study program at ITB Widya Gama Lumajang. The population in this study were all study programs, with a sample of 95 respondents obtained through purposive sampling techniques. Research data were collected through questionnaires and analyzed using multiple linear regression. Based on the results of the t-test or partial test, it is known that the variables flash sale, locus of control, and Shopping lifestyle have a significant effect on impulse buying. The coefficient of determination value of 0.709 or 70.9% indicates that the three independent variables are able to explain Impulse buying behavior by 70.9%, while the remaining 29.1% is explained by other factors not examined in this study.

Keywords: *Flash sale, Locus of control, Shopping Lifestyle, and Impulse buying*

