

ABSTRAK

This research has an aim to determine the effect of sales promotion using Shopee free shipping coupon on consumptive behaviour. This research used the independent variable that is coupon with sub-variable of shelf-delivered coupon, scanner-delivered coupon and coupon through media. The dependent variable that is consumptive behaviour with impulsive buying, wasteful buying and non-rational buying. This research uses qualitative explanative methods. In this research determined the sample using area probability sampling technique. With the respondent of 400 people with an age range of 15-39 years. This research uses quantitative methods with explanative type. Data analysis techniques in this study used the SPSS application version 24. Based on the result of correlation analysis with a R value of 0.650, it can be concluded that there is a strong and unidirectional relationship between sales promotion using Shopee free shipping coupon with consumptive behaviour . This is proven that based on the result of the hypothesis test using the t-test, the result obtained $t_{count} > t_{table}$ online (17.079) > t_{table} (1.996) and the significance of $0.000 < 0.05$. So H_0 "There is no effect of the Sales Promotion using Shopee free shipping coupon on consumptive behaviour" is rejected, which means there is an influence of the sales promotion using Shopee free shipping coupon on the consumptive behaviour. Based on the coefficient of determination, the sales promotion using Shopee free shipping coupon has an influence of 42,3% on the consumptive behaviour and the rest is influenced by other factors.

Keywords : *Sales Promotion, Coupon, Consumptive Behaviour, Shopee*