

ABSTRACT

This study aims to determine the effect of Promotion and Price on Impulse Buying of Shopee users in Bandung City. This study uses quantitative research methods and uses a Likert scale as a measurement. The population used in this study are consumers who use the Shopee application, and consumers who have made transactions at Shopee with a research sample of 100 respondents. This research technique is multiple linear regression analysis processed using SPSS 22 For Windows. Based on the hypothesis test conducted, it shows that partially there is an influence for the Promotion and Price variables on Impulse Buying. Promotion has a value of 3.503 (t_o) > 1.66071 (t_α) partially has a positive and significant effect on Impulse Buying and Price has a value of 2.881 (t_o) > 1.66071 (t_α) partially has a positive and significant effect on Impulse Buying. The conclusion of this study is that the Promotion and Price variables have an influence on the Impulse Buying variable by 44.5% and the remaining 55.5% is influenced by other variables not examined in this study.

Keywords : Promotion, Price, Impulse Buying.