

ABSTRACT

Tecology of the internet as well as the increasing ease of service in shopping is considered to further expand the opportunity for consumers to do impulse *buying*. Nowadays consumers prefer and find it easier to shop *online* rather than having to shop in *offline* stores of course with the reason to streamline the time. The rise of *online* shopping platforms or *E-commerce* in Indonesia makes the increasing passion of consumers to shop easily through applications. Dalam this proves that with the emergence of various kinds of *E-commerce* in Indonesia making consumers impulse *buying*, one of the *E-commerce* researched in this study is the Shopee *platform*. In the business of winning the competition, of course, a good marketing strategy is needed and interesting. Shopee conducts marketing communication activities that encourage instant purchases or *impulse buying*. Impulse *buying* on *E-commerce* often occurs due to stimulus in *online* stores such as many promotions, purchase guarantees and convenience when shopping. Consumers certainly do not just do impulse *buying*, because in addition there are several factors that affect it. Intrinsic factor in consumers and prices is considered to affect and be a consumer consideration in purchasing decisions, because intrinsic factor can encourage emotional consumers so that making purchases spontaneously or impulse *buying* and on the other hand in price will also certainly encourage consumers to make purchases because the majority of consumers are more interested in the price of products offered by Shopee. It is lower and affordable compared to other *E-commerce*.

The research methods used in this study are quantitative with descriptive and causal types. Respondents used in this study were Shopee users in Bandung, with a sample of 100 respondents where these respondents had opened or used the Shopee application and at least the last 1 month had made a purchase transaction. Sampling used is *non probability sampling* type *purposive sampling*. The data analysis technique in this study uses the help of the SmartPLS 3.0 application.

The results of this study are intrinsic factors positively and significantly influential on impulse *buying* as well as price scratches positively and significantly against impulse *buying*. Therefore, overall dapat said in the results of this study that intrinsic factor and price simultaneously affect impulse *buying*.

Keywords: Intrinsic Factor, Price, *Impulse Buying*