

ABSTRACT

The use of technology in Indonesia is currently very rapid. This makes changes in behavior in society that were previously conventional and now digital-based. This made business people adapt, business actors began to utilize and modify promotional strategies that were digital. One of the strategies of business people in developing their business is to carry out promotional activities through social media and marketplaces. The purpose of this study was to measure the influence of Promotion Activities on Impulsive Buying with the tendency of Impulsive Buying as a mediator for consumers in West Java.

This study employs a quantitative approach and a descriptive research design. With a total of 400 respondents in West Java, the sampling method employed is a type of non-probability sampling approach, and the partial least squares method of structural equation modeling is used for the data analysis (SEM-PLS)

It is clear from the data processing results that promotional activities significantly improve consumers' propensity for impulsive buying. Promotional activities significantly increase consumers to buy impulsively. Impulsive buying significantly and favorably influences it. An impulsive buying tendency acts as a mediator between promotional activities and impulsive buying, which has a favorable and significant impact.

Keywords: Promotional Activities, Impulsive Buying Tendency, Impulsive Buying, SEM-PLS, Jawa Barat