

ABSTRACT

Competition in online shopping in Indonesia is currently very competitive where online retail stores are very active in conducting sales promotions. In online transactions, the buyer cannot see the item being offered directly and cannot meet the seller, the website becomes the only media that the buyer will use to find out information about the product and the seller and place an order. Unlike the sites mentioned earlier, BerryBenka prefers to partner with local and independent producers rather than more well-known brands, so this site has a unique catalog and products that are not easily available in the market compared to some of their competitors. This study aims to determine how much influence sales sales on impulse buying are mediated by website quality on Berrybenka.

The research method used is a quantitative method with the type of research used is descriptive verification, the measurement scale used is the Likert scale. The population of this study is Berrybenka customers domiciled in Bandung with a sample of 400 respondents. The sampling technique used in this study was nonprobability sampling. The data analysis method used in this study is Structural Equation Modeling (SEM). Data processing is done using SmartPLS.

The results showed that the characteristics of respondents in this study were dominated by women, with an age range of 15-25 years. Then respondents who are students are first, then respondents based on income <Rp. 5,000,000 were in first place and respondents who knew Berrybenka from social media were in first place.

Based on the hypothesis of Sales Promotion on Website Quality has a value of 29.999 < α value of 1.649. This means that sales promotion variables have a positive and significant effect on website quality, and sales promotion on impulse buying has a value of 7.816 < α value of 1.649 which means positive and significant effect on impulse buying variables, while website quality on impulse buying shows a value of 12.050 < α value of 1,649. This means that website quality variables have a positive and significant effect on impulse buying. Based on the results of the study it can be concluded that sales promotion in good category, website quality in good category, impulse buying in good category, and the results of SEM analysis that sales promotion and website quality have a positive and significant influence on impulse buying.

Keywords: Sales Promotion, Website Quality, Impulse Buying