

ABSTRACT

This research was conducted to determine the effect of flash sale discounts on impulse buying Shopee in Bandung. The purpose of this research was to determine and analyze the flash sale discounts in Shopee, the impulse buying in Shopee, the influence of flash sale discounts on impulse buying Shopee in Bandung.

This research uses quantitative descriptive research causality. Sampling technique used was snowball sampling type under non probability sampling, with total number of 100 respondents. The data was analyzed descriptively, and the hypothesis were tested by using simple linear regression analysis.

Based on the results of partial hypothesis testing, flash sale discounts significantly influence on impulse buying Shopee in Bandung. This is proofed by the $T\text{-count} > T\text{-table}$ ($15,291 > 1,98447$). The result of coefficient of determination showed that flash sale discounts Shopee in Bandung was able to explain 70,5% impulse buying and the remaining 29,5% was influenced by the other factors not examined in this research.

The conclusion of this research is flash sale discounts Shopee in Bandung is categorized as “good”, but there is aspect that need to be improved such as Shopee have to offer more flash sale discounts than competitors.

Keywords: *E-Commerce, Flash Sale Discounts, Impulse Buying*