

ABSTRACT

Online shopping Phenomenon has caused the act of impulse buying. One of the causes for consumers to be impulsive is the ease and speed in transactions besides the factor that causes consumers to become impulsive is the promotional activities undertaken by e-commerce in Indonesia in offering their products. The purpose of this study is that researchers want to find out how big three dimensions of promotion are coupons, rebates, and price packs / Cents-off-deals in influencing impulse buying products in e-commerce in Indonesia.

The method used in this study is a quantitative method with descriptive analysis and simple regression. This research uses SPSS 23 software. With research respondents as many as 100 respondents who have made purchases in five e-committees examined using the purposive sampling technique.

Descriptive analysis results show that the Promotion variable is in very good category with a score (84.34%) and Impulse Buying variable with a good category with a score (69.45%). The results showed that the promotion of Impulse buying had a positive effect of 19,4%.

This study concludes that of the three dimensions of promotion that most provide promotions in the form of coupons make consumers impulsive. In addition to coupons, price discounts are equally influential on consumer impulse buying.

Keywords: Promotion, Impulse Buying