

## ABSTRACT

*From that phenomenon, it can be seen that the development of online business nowadays evolves so fast. This also boosts e-commerce in order to plan some strategies to keep the existence up on the situation of online trading, the online shop applications need to conceive the consumer's behavior in buying, includes doing impulsive shop. Impulsive buying makes consumer doing non sense in taking the decision. That can be caused by the interesting sale existed which is being offered by e-commerce, for example discounts.*

*This research aims to (1) know discount program that Shopee does, (2) know the level of impulsive buying for Shopee application user, and (3) know the effect of discount to impulsive buying for Shopee application user. The method of data collecting takes questionnaire that is spread through Google Form. The data analysis technique uses descriptive data analysis. The result of the research shows that in variables of discount program offered by Shopee gain good category with percentage 75,1% and in variables of impulsive buying gain good category with percentage 73,2%. Thus, those results can prove that is being effected between discount variable and impulsive buying. The result of data tabulation that  $t_{count}$  value gained from variable X is 6,734; known that  $t_{count}$  value is bigger than  $t_{table}$  value, that is 1,661. Based on the test result of simple linear which states that if variable of discount is increased, then, it will effect to the impulsive buying decision as big as 0.533 that means it will increase to impulsive buying decision in amounts of 53,3%.*

*The result of respondents answer can be seen from the average of the result given showing that the agreement of respondents related to discount program that given by Shopee. Thus, it can be concluded that in variable of discount program that covers consumer interesting indicator, the constancy of discount program offered to, and frequency of discount program offered by Shopee to consumer can effect that significant in purchase amount.*

*The result of respondents answer can be seen from the average of the result given showing that the agreement of respondents related to impulsive buying's behavior is held. Thus, it can be concluded that in variable of the level of impulsive buying consists of some indicators, i.e., spontaneity, power, enthusiasm, intensity, excitement, simulation, and disregard for consequences giving the effect to increase the purchasing of consumer. The test result partially (t test) which refers to table 4.33 is found that independent variable of discount has significant effect to dependent variable of the decision of the online impulsive buying. The result of data tabulation that  $t_{count}$  value gained from variable X is 6,734; known that  $t_{count}$  value is bigger than  $t_{table}$  value, that is 1,661. The test result of simple linear which states that if variable of discount is increased, then, it will effect to the impulsive buying decision as big as 0.533 that means it will increase to impulsive buying decision in amounts of 53,3%.*