

ABSTRACT

In today's digitalized era, the internet has become a part of everyday life, one of which is the buying and selling process. E-commerce is a platform that is currently being used in the online buying and selling process. One of them is Shopee. To win the competition, sales promotion is needed in the buying and selling process. Shopee carries out marketing communication activities that encourage instant purchase or impulse buying. Impulse buying in e-commerce often occurs because of a stimulus in online stores such as the number of promotions, purchase guarantees and convenience when shopping. So that sales promotion and online impulse buying can be a consideration for consumers in purchasing decisions.

The research method used in this research is quantitative with descriptive and causal types. The population used in this study were students using Shopee in the city of Bandung, with a sample size of 385 respondents where these respondents had opened or used the Shopee application. Sampling used is probability sampling and simple random sampling. The data analysis technique used descriptive and causal analysis using SmartPLS 3.0.

The result of this research is that sales promotion has a significant effect on purchasing decisions at Shopee for students in the city of Bandung. Online Impulse Buying has a significant effect on purchasing decisions. In this study, sales promotion and online impulse buying simultaneously influence purchasing decisions. Sales promotion and online impulse buying have an influence on purchasing decisions by 68.89%, while the other 31.11% are influenced by other variables not examined in this study.

Keyword: Sales Promotion, Online Impulse Buying, Purchase Decision.