

ABSTRACT

In the digital era, the process of buying and selling through dare has become part of the daily lives of Indonesian people, one of which is the use of Tokopedia as an e-commerce platform that is often used as a medium for buying and selling online. The intense competition between e-commerce requires Tokopedia to design the right marketing strategy to attract and maintain customer loyalty. Therefore, sales promotion activities are needed that are supported by the convenience of the application through a design user interface. It is used as a potential way to differentiate and promote products and services and influence consumers to make impulse purchases. The research method used in this study is quantitative using 100 samples taken using the Cochran formula with non-probability and purposive sampling. Primary data was obtained by using a questionnaire with measurements used to measure the instrument on respondents' responses using a Likert scale. Methods Data analysis in this study is multiple linear regression using IBM SPSS 25 Software. The results of the study found that simultaneously sales promotion and user interface design have an effect on impulse buying. Sales promotion is a dominant factor and has a significant effect on impulse buying. Meanwhile, the user interface design variable has no significant effect partially. So that the level of the coefficient of determination is weak. Because the user interface design is not very helpful for impulse buying, so it is necessary to improve the appearance quality of the user interface design. Hopefully this research can be input for suggestions from the author on sales promotion activities and convenience through user interface design on impulsive buying behavior, so that Tokopedia can improve marketing performance to increase company profitability.

Keywords: *Impulsive Buying, Sales Promotion, and User Interface Design.*