

## **ABSTRACT**

*Currently, the development of technology and information is very complex and has many impacts on human life, including the world of economics and business on the internet called marketplace, which is a way of shopping or trading online that utilizes the internet where there are websites that provide get and delivery. Tokopedia, as one of the largest marketplace platforms in Indonesia, offers various shopping conveniences for consumers. This was proven by Rachmawati (2021) who found that Tokopedia has a high level of ease of use compared to other e-commerce platforms. The convenience offered encourages consumers to shop impulsively. Based on the phenomenon found on social media, it shows that consumers make impulse buying on Tokopedia because of the flash sale sales promotion program and also price discounts.*

*This study aims to determine: (1) the effect of sales promotion flash sales on impulse buying behavior in the Tokopedia marketplace, (2) the effect of price discounts on impulse buying behavior in the Tokopedia marketplace, (3) the effect of sales promotion flash sales and price discounts on impulse buying behavior in the Tokopedia marketplace simultaneously. This research is quantitative research with multiple linear regression analysis with support from SPSS Statistics 26 software. In this study using a survey method with a sample size of 150 Tokopedia user respondents.*

*The results of this study: partially there is a positive and significant effect of the flash sale variable on the impulse buying variable, and partially there is a positive and significant effect of the price discount variable on the impulse buying variable. Simultaneously, it shows that the flash sale and price discount variables jointly affect the impulse buying variable (based on the results of the F test). Meanwhile, the determinant test shows the results of 36%, it can be concluded that Flash Sale and Price Discount on Impulse Buying have an effect of 36% and the remaining 64% is influenced by other variables not examined in this study.*

**Keywords:** *Flash Sale, Price Discount, Impulse Buying*