

ABSTRACT

The marketing strategy carried out during event marketing is still considered to have the best offers for consumers, thereby increasing consumer enthusiasm to make impulse purchases. Impulsive buying is a purchasing decision that occurs spontaneously without considering the long-term value of a product. When making purchasing decisions, consumers in Indonesia still need better, which triggers high levels of impulse buying. This research aims to explain the dominant factors that shape impulse buying and the implementation of marketing strategies based on the dominant factors that shape impulse buying on Shopee during marketing events.

The research method is a mixed method, with data analysis techniques used, namely factor analysis and qualitative analysis, to answer the problem formulation. The results showed six factors formed based on factor analysis: urgency factor, shopping satisfaction, shopping motivation, promotion, advertising, and shop-ping appeal. The urgency factor is the dominant factor, with eigenvalues of 6.791. Entrepreneurs in Shopee, can implement marketing strategies by providing limited offers, vouchers, discount, and hold live streams using countdown timer to trigger a sense of urgency for consumers.

Keyword: Event marketing, Factor Analysis, Impulse Buying