

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *flash sale*, diskon, content marketing terhadap pembelian Impulsif toko online Trendbright Fashion di Shopee. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah melakukan pembelian pada toko online Trendbright Fashion di Shopee minimal 2 kali transaksi

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling* yaitu mereka yang pernah melakukan transaksi di Trendbright Fashion. total sampel dalam penelitian ini sebanyak 100 responden. Teknik pengumpulan data dengan cara menyebarkan kuesioner secara online dengan menggunakan google form yang di sebarakan oleh pihak owner Trendbright Fashion.

Berdasarkan hasil uji hipotesis (uji t), didapatkan hasil *flash sale* (FS), diskon (D), dan *content marketing* (CM) berpengaruh positif dan signifikan terhadap pembelian impulsif (PI) pada toko online Trend Bright Fashion di Shopee. Penelitian ini terbatas hanya meneliti tiga variabel maka disarankan untuk peneliti selanjutnya untuk menggunakan variabel lain yang belum ada didalam penelitian ini.

Kata Kunci : *Flash Sale*, Diskon, *Content Marketing*, Pembelian Impulsif

ABSTRACT

This research aimed to find out the effect of flash sales, discounts, and marketing content on the customers' impulsive purchases at Trendbright Fashion, in the Shopee online store. Moreover, the population was customers who had purchased at Trendbright Fashion, in the Shopee online store with a minimum of twice transaction.

The research was quantitative. Furthermore, the data collection technique used a purposive sampling technique, in which the sample was based on the criteria given. In line with that, there were 100 respondents as the sample. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed to the respondents through the Google form and distributed by the owner of Trendbright Fashion, in the Shopee online store.

Based on the hypothesis test (t-test), it was obtained that Flash Sales (FS), Discount (D), and Content Marketing (CM) had a positive and significant effect on the customers' impulsive purchasing at Trendbright Fashion, in Shopee online store. Additionally, since the research examined limited variables, i.e. three variables; the further research needed to have other variables which were not included in the research.

Keywords: *Flash Sale, Discount, Content Marketing, Impulsive Purchasing*

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and accurate. Prepared by a
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