

Pengaruh promosi penjualan dalam bentuk online discount pricing terhadap online impulse buying pada produk fashion studi pada konsumen Lazada = Effect of sales promotion in the form of online discount pricing toward online impulse buying on fashion products study on consumer lazada

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Abstrak

[ABSTRAK

Promosi penjualan biasanya digunakan oleh perusahaan untuk merangsang perilaku pembelian konsumen terhadap produk atau jasa. Tujuan penelitian ini adalah untuk menjelaskan bagaimana pengaruh promosi penjualan dalam bentuk online discount pricing terhadap online impulse buying pada produk fashion di Lazada. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah 100 orang konsumen dengan syarat telah mengakses situs dan membeli produk fashion tanpa perencanaan sebelumnya di Lazada dengan menggunakan metode non-probability sampling serta teknik purposive. Instrumen penelitian ini menggunakan kuisioner dan dianalisis menggunakan simple regression. Hasil dari penelitian ini menunjukkan bahwa promosi penjualan dalam bentuk online discount pricing memiliki pengaruh yang signifikan terhadap online impulse buying. Promosi penjualan dalam bentuk online discount pricing mempengaruhi online impulse buying sebesar 28.5% dan sisanya sebesar 71.5% dipengaruhi oleh faktor lain

ABSTRACT

Sales promotion are generally used by companies to stimulate consumer buying behavior of a product or service. The objective of this research is to analyze how the effect of sales promotion in the form of online discount pricing toward online impulse buying on fashion product in Lazada. This research applied quantitative approach. The sample of this research are 100 fashion products consumers in Lazada provided that have purchased a product without prior planning and collected using non-probability sampling with purposive technique. This research used questionnaire as research instrument and analyzed with simple regression. The result of this research indicate that sales promotion in the form of online discount pricing have a significant effect toward online impulse buying. Sales promotion in the form online discount pricing effect online impulse buying equal to 28.5% an residue equal to 71.5% effected by some other factors.

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