

ABSTRAK

PENGARUH PROMOSI TANGGAL KEMBAR, METODE *PAY LATER*, DAN GAYA HIDUP TERHADAP *IMPULSIVE BUYING* PADA APLIKASI SHOPEE DI KALANGAN MAHASISWA JURUSAN IPS FKIP UNIVERSITAS LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh promosi tanggal kembar, metode *pay later*, dan gaya hidup terhadap *impulsive buying* pada aplikasi shopee di kalangan Mahasiswa jurusan IPS FKIP Universitas Lampung. Penelitian ini menggunakan metode penelitian deskriptif verifikatif dengan pendekatan survey dan *ex post facto*. Populasi dalam penelitian ini berjumlah 313 mahasiswa Jurusan IPS FKIP Universitas Lampung angkatan 2020. Teknik pengambilan sampel dalam penelitian ini ialah *probability sampling* dengan teknik *simple random sampling* yang berjumlah 76 Mahasiswa Jurusan IPS FKIP Universitas Lampung berdasarkan perhitungan dengan rumus *slovin*. Teknik pengambilan data menggunakan angket dan dokumentasi. Pengujian hipotesis secara parsial dilakukan dengan melalui uji t dan pengujian secara simultan dilakukan melalui uji F. Hasil penelitian menunjukkan bahwa terdapat pengaruh baik secara simultan atau parsial antara promosi tanggal kembar, metode *pay later*, dan gaya hidup terhadap *impulsive buying* pada aplikasi shopee di kalangan Mahasiswa Jurusan IPS FKIP Universitas Lampung.

Kata kunci: Promosi Tanggal Kembar, Metode *Pay Later*, Gaya hidup, *Impulsive Buying*, dan Shopee

ABSTRACT

THE INFLUENCE OF TWIN DATE PROMOTIONS, THE PAY LATER METHOD, AND LIFESTYLE ON IMPULSIVE BUYING ON THE SHOPEE APPLICATION AMONG STUDENTS MAJORING IN IPS FKIP UNIVERSITAS LAMPUNG

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This study aims to determine the effect of twin date promotions, the pay later method, and lifestyle on impulsive buying in the shopee application among students majoring in social studies FKIP, University of Lampung. This study uses descriptive verification research methods with a survey approach and ex post facto. The population in this study amounted to 313 students of the FETT social studies department, University of Lampung class of 2020. The sampling technique in this study was probability sampling with simple random sampling technique which amounted to 76 students of the Department of Social Studies FKIP University of Lampung based on calculations with the slovin formula. Data collection techniques using questionnaires and documentation. Partial hypothesis testing is done through the t test and simultaneous testing is done through the F test. The results showed that there was an influence either simultaneously or partially between the twin date promotion, the pay later method, and lifestyle on impulsive buying in the shopee application among students of the FKIP Social Studies Department, University of Lampung.

Keywords: Twin Date Promotion, Pay Later Method, Lifestyle, Impulsive Buying, and Shopee.