

## ABSTRAK

### **PENGARUH *LIMITED TIME SCARCITY*, *PRICE DISCOUNT*, DAN *PRODUCT INFORMATION* TERHADAP PERILAKU *IMPULSIVE BUYING* (STUDI PADA PENGGUNA SHOPEE KALANGAN GENERASI Z DI LAMPUNG)**

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Fenomena belanja *online* yang berkembang saat ini didominasi oleh kalangan generasi Z yang cenderung memiliki karakter hedonis, konsumtif, dan boros serta mudah terpengaruh oleh strategi promosi yang menarik sehingga sering melakukan aktivitas belanja yang tidak dibutuhkan. Penelitian ini dilakukan untuk mengetahui besarnya pengaruh *limited time scarcity*, *price discount*, dan *product information* terhadap perilaku *impulsive buying* pada pengguna Shopee kalangan generasi Z di Lampung. Jenis penelitian ini yaitu *explanatory research* dengan metodologi kuantitatif. Target populasi dalam penelitian ini adalah pengguna Shopee kalangan generasi Z di Lampung yang pernah melakukan pembelian pada *flash sale* Shopee. Teknik pengambilan sampel dalam penelitian ini yakni *purposive sampling*. Jumlah responden yang didapatkan sebanyak 210 responden, namun hanya 179 responden yang memenuhi kriteria sampel. Kemudian terjadi eliminasi outliers saat dilakukannya uji normalitas, sehingga data yang dapat diolah hanya dari 143 responden. Data diolah menggunakan alat uji SPSS dengan analisis regresi linear berganda. Hasil penelitian secara parsial menunjukkan bahwa *limited time scarcity*, *price discount*, dan *product information* berpengaruh terhadap *impulsive buying*. Selain itu, secara simultan *limited time scarcity*, *price discount*, dan *product information* juga berpengaruh terhadap perilaku *impulsive buying*.

**Kata Kunci:** *Limited Time Scarcity*, *Price Discount*, *Product Information*, *Impulsive Buying*, *Flash Sale*, Shopee.

## **ABSTRACT**

### **THE INFLUENCE OF LIMITED TIME SCARCITY, PRICE DISCOUNT, AND PRODUCT INFORMATION ON IMPULSIVE BUYING BEHAVIOR (STUDY ON SHOPEE USERS AMONG GENERATION Z IN LAMPUNG)**

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*The growing phenomenon of online shopping is currently dominated by generation Z who tend to have hedonistic, consumptive, and wasteful characters and are easily influenced by attractive promotional strategies so that they often carry out unnecessary shopping activities. This study was conducted to determine the effect of limited time scarcity, price discount, and product information on impulsive buying behavior on Shopee users among generation Z in Lampung. This type of research is explanatory research with quantitative methodology. The target population in this study were Shopee users among generation Z in Lampung who had made purchases at the Shopee flash sale. The sampling technique in this study was purposive sampling. The number of respondents obtained was 210 respondents, but only 179 respondents met the sample criteria. Then there was an elimination of outliers during the normality test, so that only 143 respondents could process the data. The data is processed using the SPSS test tool with multiple linear regression analysis. The results of the study partially show that limited time scarcity, price discount, and product information affect impulsive buying. In addition, simultaneously limited time scarcity, price discount, and product information also affect impulsive buying behavior.*

**Keywords: Limited Time Scarcity, Price Discount, Product Information, Impulsive Buying, Flash Sale, Shopee.**