

ABSTRAK

Desy Rahmawati, NIM 7193210022 “Pengaruh Potongan Harga dan *Electronic Word Of Mouth (E-WOM)* terhadap Perilaku *Impulse Buying* Produk *Skincare* Pada *TikTok Shop* (Studi Pada Mahasiswa/i Manajemen Stambuk 2019-2022)”. Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Tahun 2023.

Penelitian ini bertujuan untuk mengetahui pengaruh Potongan Harga dan *Electronic Word Of Mouth (E-WOM)* terhadap Perilaku *Impulse Buying* Produk *Skincare* Pada *TikTok Shop* (Studi Pada Mahasiswa/i Manajemen Stambuk 2019-2022)”. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel menggunakan *Purposive Sampling*, dengan populasi Mahasiswa/i Manajemen Stambuk 2019-2022 sebanyak 503 orang dan mendapatkan sampel sebanyak 150 Mahasiswa/i. Teknik pengumpulan data dalam penelitian dilakukan dengan Uji F, Uji t dan Koefisien Determinasi yang sebelumnya telah di uji menggunakan uji validitas, reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 25. Hasil penelitian menunjukkan bahwa Potongan Harga berpengaruh positif dan signifikan terhadap terhadap Perilaku *Impulse Buying* dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap terhadap Perilaku *Impulse Buying*. Secara simultan Potongan Harga dan *Electronic Word of Mouth* berpengaruh signifikan terhadap terhadap Perilaku *Impulse Buying*. Koefisien determinasi (R^2) sebesar 0,394 yang berarti hubungan Potongan Harga (X_1) dan *Electronic Word of Mouth* (X_2) mampu memberikan pengaruh terhadap Perilaku *Impulse Buying* (Y) sebesar 39,4% sementara sisanya sebesar 60,6% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang lain yang dapat memengaruhi Perilaku *Impulse Buying*.

Kata Kunci : Potongan Harga, *Electronic Word of Mouth*, Perilaku *Impulse Buying*.

ABSTRACT

Desy Rahmawati, NIM 7193210022 *"The Influence of Price Discount and Electronic Word of Mouth (E-WOM) on Impulse Buying Behavior for Skincare Products in the TikTok Shop (Study of Stambuk Management Students 2019-2022)". Department of Management, Faculty of Economics, Medan State University in 2023.*

"This research aims to determine the influence of price discounts and electronic word of mouth (E-WOM) on impulse buying behavior for skincare products at the TikTok Shop (Study of Stambuk Management Students 2019-2022)." This research uses a quantitative approach with a sampling technique using Purposive Sampling, with a population of 2019-2022 Stambuk Management Students of 503 people and a sample of 150 students. Data collection techniques in research were carried out using the F test, T test and coefficient of determination which had previously been tested using validity, reliability and classical assumption tests. Data processing uses the SPSS 25 program. The research results show that Price Discount has a significant effect on Impulse Buying Behavior and Electronic Word of Mouth has a significant effect on Impulse Buying Behavior. Simultaneously Price Discount and Electronic Word of Mouth have a significant effect on Impulse Buying Behavior. The coefficient of determination (R^2) is 0.394, which means that the relationship between Price Discount (X_1) and Electronic Word of Mouth (X_2) is able to influence Impulse Buying Behavior (Y) by 39,4% while dependence is determined by 60,6%. by other variables outside this research model. This shows that there are still other variables that can influence Impulse Buying Behavior.

Keywords: *Price Discount, Electronic Word of Mouth, Impulse Buying Behavior.*