

## ABSTRAK

Yesie Charina Samosir, NIM 7183510046. **“Pengaruh Kualitas Website Dan Promosi Penjualan Terhadap Pembelian Impulsif Online Di Shopee Pada Mahasiswa Fakultas Ekonomi Unimed Saat Masa Pandemi”**

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Website Dan Promosi Penjualan Terhadap Pembelian Impulsif Online Di Shopee Pada Mahasiswa Fakultas Ekonomi Unimed Saat Masa Pandemi. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *Purposive Sampling*, dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *likert* dan diolah secara statistic menggunakan analisis regresi berganda dan pengujian hipotesis dengan uji F, uji t dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik . Pengolahan data menggunakan program SPSS 22.0 *for windows*.

Hasil penelitian menunjukkan bahwa secara simultan menunjukkan Kualitas Website dan Promosi Penjualan berpengaruh positif dan signifikan terhadap Pembelian Impulsif Online di Shopee Pada Mahasiswa Fakultas Ekonomi Unimed. Hal ini terlihat dari nilai  $F_{hitung} > F_{tabel}$  pada signifikan 5%. Dimana besar pengaruh antara variabel Kualitas Website dan Promosi Penjualan terhadap Pembelian Impulsif yang ditunjukkan dengan nilai R square. Sedangkan secara parsial Kualitas Website terhadap Pembelian Impulsif dengan nilai  $t_{hitung} > t_{tabel}$  dan Promosi Penjualan berpengaruh terhadap Pembelian Impulsif  $t_{hitung} > t_{tabel}$ . Persamaan structural dari model yang dibuat adalah  $Y = a + b_1X_1 + b_2X_2 + e$ .

**Kata Kunci : Kualitas Website, Promosi Penjualan, Pembelian Impulsif**

## ABSTRACT

**Yesie Charina Samosir, NIM 7183510046. "The Effect of Website Quality and Sales Promotion on Online Impulsive Buying at Shopee for Unimed Faculty of Economics Students During a Pandemic"**

This study aims to determine the effect of website quality and sales promotion on online impulse purchases at Shopee for Unimed Faculty of Economics students during a pandemic. This study uses a quantitative method with a sampling technique using the Purposive Sampling technique, with a sample of 100 respondent. The collection technique in this research is done by distributing questionnaires whose measurements are using a Likert scale and processed statistically using multiple regression analysis and hypothesis testing with F test, t test and coefficient of determination which previously the data has been tested using validity test, reliability test and classical assumption test. Data processing using SPSS 22.0 for windows program.

The result of the study show that variable Website Quality and Sales Promotion have a positive and significant effect on Online Impulsive Buying at Shopee for Unimed Faculty of Economics students. Based on the results of the study indicate that the variables of Website Quality and Sales Promotion simultaneously have an effect on Impulsive Buying. This can be seen from the value of  $F_{count} > F_{tabel}$ , at the significant 5%. While partially Website Quality has an influence on Impulsive Buying with a value of  $t_{count} > t_{table}$  and sales promotion has an effect on Impulsive Buying  $t_{count} > t_{table}$ . The structural equation of the model can be made is  $Y = a + b_1 + B_2X_2 + e$

**Keywords: Website Quality, Sales Promotion, Impulsive Buying**

