

## ABSTRACT

### INFLUENCE LIVE SHOPPING, FLASH SALE, AND ELECTRONIC WORD OF MOUTH ON IMPULSIVE BUYING IN THE SHOPEE APPLICATION

(Survey on Students of Development Economics Study Program, Faculty of  
Economics and Business, Siliwangi University Class of 2020-2023)

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**Guide I : Nanang Rusliana**

**Guide II : Iis Surgawati**

*This research aims to find out the responses regarding live shopping, flash sale, electronic word of mouth and impulsive buying on students of the Development Economics Study Program, Faculty of Economics and Business, Siliwangi University Class of 2020-2023. Sampling using purposive sampling. The number of samples in this study were 100 respondents. By using multiple regression analysis, the results of this study are: (a) Assessment of live shopping, flash sales, electronic word of mouth and impulsive buying in a very good classification. (b) Partially live shopping, flash sales, and electronic word of mouth have a positive and significant effect on impulsive buying in the Shopee application. (c) Together live shopping, flash sale and electronic word of mouth have a significant effect on impulsive buying in the Shopee application survey of students of the Development Economics Study Program, Faculty of Economics and Business, Siliwangi University Class of 2020-2023.*

*Keywords: live shopping, flash sale, electronic word of mouth, impulsive buying*

## ABSTRAK

### **PENGARUH *LIVE SHOPPING*, *FLASH SALE*, DAN *ELECTRONIC WORD OF MOUTH* TERHADAP *IMPULSIVE BUYING* PADA APLIKASI SHOPEE**

**(Survei pada Mahasiswa Program Studi Ekonomi Pembangunan Fakultas  
Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2020-2023)**

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Penelitian ini bertujuan untuk mengetahui tanggapan mengenai *live shopping*, *flash sale*, dan *electronic word of mouth* dan *impulsive buying* pada mahasiswa Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2020- 2023. Pengambilan sampel menggunakan *purposive Sampling*. Jumlah sampel dalam penelitian ini 100 responden. Dengan menggunakan analisis regresi berganda hasil penelitian ini adalah: (a) Penilaian *live shopping*, *flash sale*, *electronic word of mouth* dan *impulsive buying* dalam klasifikasi sangat baik. (b) Secara parsial *live shopping*, *flash sale*, dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap *impulsive buying* pada aplikasi Shopee. (c) Secara bersama-sama *live shopping*, *flash sale* dan *electronic word of mouth* berpengaruh signifikan terhadap *impulsive buying* pada aplikasi Shopee survei pada mahasiswa Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2020-2023.

Kata kunci: *live shopping*, *flash sale*, *electronic word of mouth*, *impulsive buying*