

## ABSTRAK

### **SALSABILA FAUZIA, 2023, PENGARUH *HALAL AWARENESS*, *SCARCITY MESSAGE* DAN *DISCOUNT* TERHADAP *IMPULSE BUYING* PRODUK KOSMETIK DI SHOPEE (STUDI KASUS PADA PERILAKU *IMPULSE BUYING* MAHASISWA UNIVERSITAS SILIWANGI)**

*Impulse buying* adalah keputusan pembelian secara tiba-tiba, terburu-buru dan tanpa perencanaan karena ada dorongan keinginan dari konsumen yang tidak dapat dihindari disebabkan oleh ketertarikan konsumen terhadap produk yang ditawarkan maupun tergoda oleh pemasar. Perilaku *impulse buying* dapat dialami oleh setiap orang termasuk mahasiswa yang menggunakan *e-commerce* untuk berbelanja *online* salah satunya *impulse buying* pada produk kosmetik. Tujuan dari penelitian ini yaitu untuk mengetahui apakah terdapat pengaruh *halal awareness*, *scarcity message* dan *discount* terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Sampel pada penelitian ini yaitu Mahasiswa Universitas Siliwangi yang pernah melakukan *impulse buying* produk kosmetik di Shopee. Teknik pengambilan sampel menggunakan *propotionate stratified random sampling* dengan sampel yang diambil yaitu 100 orang responden. Teknik pengumpulan data berupa penyebaran kuesioner. Teknik data yang digunakan adalah deskriptif data dan pengujian hipotesis menggunakan analisis regresi, uji korelasi, uji t dan uji F. Sedangkan untuk pengolahan data menggunakan program SPSS versi 26.

Hasil penelitian: 1) *Halal Awareness* berpengaruh terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi dengan koefisien korelasi sebesar 0,815 dengan nilai sig. 0,000, nilai koefisien determinasi sebesar 66,4% dan nilai uji t sebesar 13.904; 2) *Scarcity Message* berpengaruh terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi dengan koefisien korelasi sebesar 0,746 dengan nilai sig. 0,000, nilai koefisien determinasi sebesar 55,6% dan nilai uji t sebesar 11.083; 3) *Discount* berpengaruh terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi dengan koefisien korelasi sebesar 0,580 dengan nilai sig. 0,000, nilai koefisien determinasi sebesar 33,6% dan nilai uji t sebesar 7.050; 4) *Halal Awareness*, *Scarcity Message* dan *Discount* berpengaruh terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi dengan koefisien korelasi sebesar 0,887 dengan nilai sig. 0,000, nilai koefisien determinasi sebesar 78,8% dan nilai uji t sebesar 118,673. Dengan demikian *halal awareness*, *scarcity message* dan *discount* berpengaruh baik secara parsial maupun simultan terhadap *impulse buying* produk kosmetik di Shopee pada perilaku *impulse buying* mahasiswa Universitas Siliwangi.

**Kata Kunci:** *Halal Awareness*, *Scarcity Message*, *Discount*, *Impulse Buying*.

## ABSTRACT

**SALSABILA FAUZIA, 2023, THE EFFECT OF HALAL AWARENESS, SCARCITY MESSAGE AND DISCOUNT ON IMPULSE BUYING OF COSMETIC PRODUCTS AT SHOPEE (CASE STUDY ON IMPULSE BUYING BEHAVIOR OF SILIWANGI UNIVERSITY STUDENTS)**

*Impulse buying is a sudden purchase decision, in a hurry and without planning because there is a desire from consumers that cannot be avoided due to consumers' interest in the products offered or tempted by marketers. Impulse buying behavior can occur in everyone, including students who use e-commerce to shop online, one of which is impulse buying in cosmetic products. The purpose of this study is to find out whether there is an influence of halal awareness, scarcity messages and discounts on impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students.*

*The method used in this research is a quantitative descriptive method. The and sample in this study are Siliwangi University students who have done impulse buying of cosmetic products at Shopee. The sampling technique used proportional stratified random sampling with a sample taken of 100 respondents. Data collection techniques in the form of distributing questionnaires. The data technique used is descriptive data and hypothesis testing using regression analysis, correlation test, t test and F test. Meanwhile, for data processing using the SPSS version 26 program.*

*The results of the study: 1) Halal Awareness has an effect on impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students with a correlation coefficient of 0.815 with a sig. 0.000, the coefficient of determination is 66.4% and the t test value is 13,904; 2) The Scarcity Message has an effect on impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students with a correlation coefficient of 0.746 with a sig. 0.000, the coefficient of determination is 55.6% and the t test value is 11,083; 3) Discounts have an effect on impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students with a correlation coefficient of 0.580 with a sig. 0.000, the coefficient of determination is 33.6% and the t test value is 7.050; 4) Halal Awareness, Scarcity Message and Discount affect impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students with a correlation coefficient of 0.887 with a sig. 0.000, the coefficient of determination is 78.8% and the t test value is 118.673. Thus halal awareness, scarcity messages and discounts have an effect both partially and simultaneously on the impulse buying of cosmetic products at Shopee on the impulse buying behavior of Siliwangi University students.*

**Keywords:** *Halal Awareness, Scarcity Message, Discount, Impulse Buying.*