

ABSTRACT

THE INFLUENCE OF PRICE DISCOUNT ON IMPULSIVE BUYING WITH BRAND IMAGE AS MEDIATION

(A Study on the Behavior of Shopee Generation Z Users in Tasikmalaya)

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This study analyzes the effect of price discount on impulsive buying, with brand image acting as a mediator, especially on the behavior of Shopee Generation Z users in Tasikmalaya. Against the backdrop of the growth of e-commerce and the high impulsive buying among Generation Z, this study applies the Stimulus-Organism-Response (S-O-R) Model to explain how price discount (stimulus) affects impulsive buying (response) through brand image (organism). Using quantitative methods and a survey approach, primary data were collected from 300 Generation Z respondents in Tasikmalaya through an online questionnaire. Data analysis used Structural Equation Modeling (SEM) with AMOS 24. The results showed that price discount has a positive and significant effect on brand image, and brand image also has a positive and significant effect on impulsive buying. The key finding is that brand image effectively mediates the effect of price discount on impulsive buying, implying that price discounts do not directly trigger impulsive buying, but rather through strengthening a positive brand image.

Keywords: *Price Discount, Brand Image, Impulsive Buying, Shopee, Generation Z.*

ABSTRAK

PENGARUH *PRICE DISCOUNT* TERHADAP *IMPULSIVE BUYING* DENGAN *BRAND IMAGE* SEBAGAI MEDIASI

(Studi pada Perilaku Pengguna Shopee Generasi Z di Tasikmalaya)

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Penelitian ini menganalisis pengaruh *price discount* terhadap *impulsive buying*, dengan *brand image* berperan sebagai mediasi, khususnya pada perilaku pengguna Shopee Generasi Z di Tasikmalaya. Dilatarbelakangi oleh pertumbuhan *e-commerce* dan tingginya *impulsive buying* di kalangan Generasi Z, studi ini mengaplikasikan Model *Stimulus-Organism-Response (S-O-R)* untuk menjelaskan bagaimana *price discount (stimulus)* memengaruhi *impulsive buying (respons)* melalui *brand image (organisme)*. Dengan menggunakan metode kuantitatif dan pendekatan survei, data primer dikumpulkan dari 300 responden Generasi Z di Tasikmalaya melalui kuesioner daring. Analisis data menggunakan *Structural Equation Modeling (SEM)* dengan AMOS 24. Hasil penelitian menunjukkan bahwa *price discount* memiliki pengaruh positif dan signifikan terhadap *brand image*, dan *brand image* juga berpengaruh positif dan signifikan terhadap *impulsive buying*. Temuan kunci adalah *brand image* secara efektif memediasi pengaruh *price discount* terhadap *impulsive buying*, menyiratkan bahwa diskon harga tidak langsung memicu pembelian impulsif, melainkan melalui penguatan citra merek yang positif.

Kata Kunci: *Price Discount, Brand Image, Impulsive Buying, Shopee, Generasi Z.*