

**THE EFFECT OF SALES PROMOTION, E-SERVICE QUALITY, AND PRICE  
ON IMPULSE BUYING IN THE SHOPEE APPLICATION  
(CASE STUDY ON SHOPEE CONSUMERS IN JAKARTA) ABSTRACT**

**ABSTRACT**

*By Arthur Joshua*

*The trend of e-commerce users in Indonesia has grown quite large in recent years. One of the major E-Commerce in Indonesia is Shopee, Shopee is the first leader in the number of e-commerce visits in Indonesia during the pandemic starting from October to December 2021 with a total number of visitors of 93.4 million visits/month or 33.7 % percentage of traffic share. This research with a quantitative approach aims to determine, prove and analyze the effect of sales promotion, e-service quality and price on impulse buying for Shopee consumers in Jakarta. By using purposive sampling method, the number of samples in this study was 110 respondents. Descriptive analysis techniques and partial least squares inferential analysis were used in this study to analyze the data that had been collected by distributing questionnaires. The significance level was set at 5%, and the SmartPLS software (V.3.30) was used to process and analyze the data. The research results show that: (1) Sales promotion has a positive and significant influence on impulse buying with a path coefficient of 0.697. (2) E-Service Quality has a positive and significant influence on impulse buying with a path coefficient of 0.453. (3) Price has a positive and significant influence on impulse buying with a path coefficient of 0.281. As for sales promotion, e-service quality and price together, they contributed to impulse buying by 0.681 or 68.1%, while the remaining 12.3% was due to other factors outside this research model.*

**Keywords:** *Sales Promotion, E-Service Quality, Price, Impulse Buying, Shopee.*

**PENGARUH SALES PROMOTION, E-SERVICE QUALITY, DAN PRICE  
TERHADAP IMPULSE BUYING PADA APLIKASI SHOPEE  
(STUDI KASUS PADA KONSUMEN SHOPEE DI JAKARTA) ABSTRAK**

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*By Arthur Joshua*

Tren pengguna *e-commerce* di Indonesia tumbuh cukup besar dalam beberapa tahun terakhir. Salah satu *E-Commerce* besar di Indonesia adalah Shopee, Shopee pemimpin pertama jumlah kunjungan *e-commerce* terbanyak di Indonesia pada saat pandemi dimulai bulan Oktober sampai dengan bulan Desember 2021 dengan jumlah pengunjung sebanyak 93,4 juta jumlah kunjungan/bulan atau sebesar 33,7% presentase *traffic share*nya. Penelitian dengan pendekatan kuantitatif ini bertujuan untuk mengetahui, membuktikan dan menganalisis pengaruh *sales promotion*, *e-service quality* dan *price* terhadap *impulse buying* konsumen Shopee di Jakarta. Dengan menggunakan metode *purposive sampling*, jumlah sampel dalam penelitian ini 110 orang responden. Teknik analisis deskriptif dan analisis inferensial *partial least square* digunakan dalam penelitian ini guna menganalisa data yang telah dikumpulkan melalui penyebaran kuesioner. Tingkat signifikansi ditetapkan 5%, serta perangkat lunak *SmartPLS* (V.3.30) digunakan untuk mengolah dan menganalisa data. Hasil riset menunjukkan bahwa: (1) *Sales promotion* mempunyai pengaruh positif dan signifikan terhadap *impulse buying* dengan koefisien jalur sebesar 0.697. (2) *E-Service Quality* mempunyai pengaruh positif dan signifikan terhadap *impulse buying* dengan koefisien jalur sebesar 0.453. (3) *Price* mempunyai pengaruh positif dan signifikan terhadap *impulse buying* dengan koefisien jalur sebesar 0.281. Adapun *sales promotion*, *e-service quality* dan *price* secara bersama-sama memberikan kontribusi terhadap *impulse buying* sebesar 0,681 atau 68,1%, sedangkan sisanya sebesar 12,3% disebabkan factor lain diluar model penelitian ini.

**Kata Kunci:** Sales Promotion, E-Service Quality, Price, Impulse Buying, Shopee.