

**THE INFLUENCE OF PRICE DISCOUNTS, SHOPPING LIFESTYLE, AND
AFFILIATE MARKETING ON IMPULSE BUYING OF FASHION
PRODUCTS ON SHOPEE**

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Abstract

The growth of the digital economy has given rise to the e-commerce industry. E-commerce is all online buying and selling activities. Shopee is one of the most popular e-commerce in Indonesia. This research aims to find out, analyze and prove whether there is a partial influence of price discounts, shopping lifestyle and affiliate marketing on impulse buying of fashion products on Shopee. The sample for this research is 100 consumers who have purchased fashion products through Shopee e-commerce in the DKI Jakarta area. This research is quantitative research using primary data. The sample collection technique uses a non-probability sampling method, namely the purposive sampling method. Data collection uses Google forms and data analysis techniques use descriptive and inferential analysis. Data processing was carried out using the SmartPLS 4.0 software test tool and it was found that (1) price discounts had a positive and significant effect on impulse buying by 0.319, (2) shopping lifestyle had a positive and significant effect on impulse buying by 0.455, and (3) affiliate marketing had a positive effect and significant at 0.206. The R-Square value obtained for the price discounts, shopping lifestyle and affiliate marketing variables contributed to impulse buying by 80.5% and the remaining 19.5% was influenced by other variables not included in this research.

Keywords: *Price Discounts, Shopping Lifestyle, Affiliate Marketing, Impulse Buying, Shopee.*

**PENGARUH *PRICE DISCOUNTS*, *SHOPPING LIFESTYLE*, DAN
AFFILIATE MARKETING TERHADAP *IMPULSE BUYING* PADA
PRODUK *FASHION* DI SHOPEE**

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Abstrak

Pertumbuhan ekonomi *digital* membangkitkan industri *e-commerce*. *E-commerce* adalah segala aktivitas jual beli secara online. Shopee merupakan salah satu *e-commerce* yang paling populer di Indonesia. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan apakah terdapat pengaruh *price discounts*, *shopping lifestyle*, dan *affiliate marketing* terhadap *impulse buying* pada produk *fashion* di Shopee secara parsial. Sampel penelitian ini adalah konsumen yang pernah membeli produk *fashion* melalui *e-commerce* Shopee di wilayah DKI Jakarta sebanyak 100 responden. Penelitian ini merupakan penelitian secara kuantitatif dengan menggunakan data primer. Teknik pengumpulan sampel dengan metode *non probability sampling* yaitu metode *purposive sampling*. Pengumpulan data menggunakan *google form* dan teknik analisis data menggunakan analisis deskriptif dan inferensial. Pengolahan data dilakukan dengan alat uji *software* SmartPLS 4.0 dan dihasilkan bahwa (1) *price discounts* berpengaruh positif dan signifikan terhadap *impulse buying* sebesar 0,319, (2) *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* sebesar 0,455, dan (3) *affiliate marketing* berpengaruh positif dan signifikan sebesar 0,206. Adapun nilai *R-Square* yang diperoleh pada variabel *price discounts*, *shopping lifestyle*, dan *affiliate marketing* memberikan kontribusi terhadap *impulse buying* sebesar 80,5% dan sisanya sebesar 19,5% dipengaruhi oleh variabel lain yang tidak diikutsertakan pada penelitian ini.

Kata Kunci: Diskon Harga, Gaya Hidup Belanja, Pemasaran Afiliasi, Pembelian Impulsif, Shopee.