

***The Effect of Price Discount, Visual Merchandising, and Product Quality on
Impulse Buying in Shopee JINISO Live Streaming***

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ABSTRACT

This study aims to analyze the influence of price discounts, visual merchandising, and product quality on impulse buying among JINISO consumers. A quantitative approach was employed by distributing questionnaires to 120 respondents. The sampling method used was purposive sampling, targeting respondents who had purchased JINISO products through Shopee Live. The questionnaire instrument was developed using a Likert scale to measure the research variables. Data were analyzed using multiple linear regression methods with the assistance of Smart PLS 4.0 software. The results of the study indicate that price discounts and visual merchandising have a positive and significant effect on impulse buying, while product quality does not have a significant effect. These findings highlight the importance of discount strategies and visual merchandising in driving impulse buying. This research provides valuable insights for local brands in developing digital marketing strategies based on live streaming to compete in Indonesia's fashion market.

Keywords: *marketing, price discount, visual merchandising, product quality, and impulse buying.*

**PENGARUH *PRICE DISCOUNT*, *VISUAL MERCHANDISING*, DAN
PRODUCT QUALITY TERHADAP *IMPULSE BUYING* PADA *LIVE
STREAMING SHOPEE JINISO***

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *price discount*, *visual merchandising*, dan *product quality* terhadap *impulse buying* konsumen JINISO. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 120 responden. Metode pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria responden yang telah melakukan pembelian produk JINISO melalui *shopee live*. Instrumen kuesioner dikembangkan menggunakan skala Likert untuk mengukur variabel-variabel yang diteliti. Data dianalisis menggunakan metode regresi linier berganda melalui perangkat lunak Smart PLS 4.0. Hasil penelitian menunjukkan bahwa *price discount* dan *visual merchandising* memiliki pengaruh positif dan signifikan terhadap *impulse buying*, sedangkan *product quality* tidak berpengaruh signifikan. Temuan ini menunjukkan pentingnya strategi diskon dan strategi *visual merchandising* untuk mendorong *impulse buying*. Penelitian ini memberikan wawasan bagi *brand* lokal dalam mengembangkan strategi pemasaran digital berbasis *live streaming* untuk bersaing di pasar *fashion* Indonesia.

Kata kunci : pemasaran, *price discount*, *visual merchandising*, *quality product*, dan *impulse buying*.