

PENGARUH PROMOSI PEJUALAN, DAYA TARIK IKLAN INTERNET, DAN KUALITAS WEBSITE TERHADAP PEMBELIAN IMPULSIF DI TOKOPEDIA

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This goal of this study is to find out whether sales promotion, internet advertising, and website quality influence impulsive buying at Tokopedia. This study was conducted using descriptive study approach. Subject of this study were consumers in Jakarta who have made purchase in Tokopedia during last 6 months. Data in this study was obtained from questionnaire which distributed to 150 respondent. Method used in sampling was non probability sampling with convenience sampling. The collected data was tested using multiple regression analysis method in SPSS. The result of this study showed, each variable : sales promotion, internet advertising, and website quality have significant and positive effect on impulse buying at Tokopedia.

Keyword: sales promotion, internet advertising, website quality, and impulsive Buying