

ABSTRAK

Skripsi berjudul “Pengaruh Tampilan Visual, Penawaran Khusus, dan *Word of Mouth* Terhadap *Impulse buying* di Shopee Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung” ditulis oleh Muhamad Mualfi Fahrul Fanani NIM. 126405211021, Dosen pembimbing Risdiana Himmati, S.E., M.Si.

Kata Kunci: Tampilan Visual, Penawaran Khusus, *Word of Mouth*, *Impulse buying*

Penelitian ini dilatarbelakangi oleh perkembangan teknologi yang begitu pesat dan telah mempengaruhi perubahan gaya hidup masyarakat ke arah digital. Salah satu perkembangan teknologi yang dapat dirasakan di Indonesia adalah munculnya berbagai *platform e-commerce*. *E-commerce* yang memiliki pengunjung terbanyak selama kuartal satu sebanyak 157,97 juta adalah Shopee. Shopee yang bukan hanya menyediakan infrastruktur untuk penjual dan pembeli bertransaksi, tetapi menghadirkan berbagai fitur inovatif untuk meningkatkan pengalaman belanja *online*. Dengan ketersediaan perdagangan *online* 24 jam telah menyebabkan pertumbuhan perdagangan *online* serta peningkatan *impulse buying*.

Penelitian ini bertujuan untuk mengetahui 1) Pengaruh Tampilan Visual Terhadap *Impulse buying* di Shopee Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, 2) Pengaruh Penawaran Khusus Terhadap *Impulse buying* di Shopee Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, 3) Pengaruh *Word of Mouth* Terhadap *Impulse buying* di Shopee Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, dan 4) Pengaruh Tampilan Visual, Penawaran Khusus, dan *Word of Mouth* Secara Simultan Terhadap *Impulse buying* di Shopee Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan penelitian asosiatif. Pengumpulan data melalui data primer dan sekunder. Adapun populasi dalam penelitian ini adalah Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung pengguna Shopee dan di ambil 100 sampel. Teknik analisis data yang digunakan adalah analisis regresi linier berganda menggunakan aplikasi *Eviews 12*.

Hasil penelitian menunjukkan bahwa 1) Tampilan Visual tidak berpengaruh signifikan terhadap *Impulse buying* di Shopee pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, 2) Penawaran Khusus berpengaruh signifikan terhadap *Impulse buying* di Shopee pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, 3) *Word of Mouth* berpengaruh signifikan terhadap *Impulse buying* di Shopee pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung, dan 4) Tampilan Visual, Penawaran Khusus, dan *Word of Mouth* secara simultan berpengaruh signifikan terhadap *Impulse buying* di Shopee pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Visual Appearance, Special Offers, and Word of Mouth on Impulse buying on Shopee for Students of UIN Sayyid Ali Rahmatullah Tulungagung" was written by Muhamad Mualfi Fahrul Fanani NIM. 126405211021, Supervisor Risdiana Himmati, S.E., M.Si.

Keywords: Visual Appearance, Special Offers, Word of Mouth, Impulse buying

This research is motivated by the rapid development of technology and has influenced changes in people's lifestyles towards digital. One of the technological developments that can be felt in Indonesia is the emergence of various e-commerce platforms. The e-commerce with the most visitors during the first quarter of 157.97 million is Shopee. Shopee not only provides infrastructure for sellers and buyers to transact, but also presents various innovative features to improve the online experience. With the availability of 24-hour online trading, it has led to the growth of online trading and an increase in impulse buying.

This study aims to determine 1) The Influence of Visual Display on Impulse buying on Shopee for Students of UIN Sayyid Ali Rahmatullah Tulungagung, 2) The Influence of Special Offers on Impulse buying on Shopee for Students of UIN Sayyid Ali Rahmatullah Tulungagung, 3) The Influence of Word of Mouth on Impulse buying on Shopee for Students of UIN Sayyid Ali Rahmatullah Tulungagung, and 4) The Influence of Visual Display, Special Offers, and Word of Mouth Simultaneously on Impulse buying on Shopee for Students of UIN Sayyid Ali Rahmatullah Tulungagung.

This study uses a quantitative approach with associative research. Data collection through primary and secondary data. The population in this study were UIN Sayyid Ali Rahmatullah Tulungagung students who used Shopee and 100 samples were taken. The data analysis technique used was multiple linear regression analysis using the Eviews 12 application.

The results of the study indicate that 1) Visual Appearance does not have a significant effect on Impulse buying on Shopee for UIN Sayyid Ali Rahmatullah Tulungagung Students, 2) Special Offers have a significant effect on Impulse buying on Shopee for UIN Sayyid Ali Rahmatullah Tulungagung Students, 3) Word of Mouth has a significant effect on Impulse buying on Shopee for UIN Sayyid Ali Rahmatullah Tulungagung Students, and 4) Visual Appearance, Special Offers, and Word of Mouth simultaneously have a significant effect on Impulse buying on Shopee for UIN Sayyid Ali Rahmatullah Tulungagung Students.