

ABSTRAK

Skripsi berjudul “Pengaruh Program *Cashback* dan Diskon Terhadap Keputusan Pembelian Impulsif pada *Customer* (Studi Kasus Pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Tahun Angkatan 2021)” ini ditulis oleh Imam Akbar Nurhadi, NIM. 126405212099, Pembimbing Nadia Roosmalita Sari, S.Pd., M. Kom.

Kata Kunci: Program *Cashback*, Diskon, Pembelian Impulsif, Shopee.

Penelitian ini dilatarbelakangi oleh terjadinya fenomena belanja online yang menyebabkan terjadinya perilaku pembelian impulsif. Melalui belanja online konsumen tidak lagi dibatasi oleh waktu, ruang dan jarak. Terdapat beberapa faktor yang mempengaruhi konsumen dalam melakukan pembelian impulsif yaitu dengan adanya program *cashback*, serta adanya diskon yang semakin mempengaruhi *customer* untuk melakukan pembelian impulsif.

Penelitian ini bertujuan untuk mengetahui 1) pengaruh secara simultan program *cashback* dan diskon terhadap perilaku pembelian impulsif pada mahasiswa FEBI angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 2) pengaruh program *cashback* terhadap perilaku pembelian impulsif pada mahasiswa FEBI angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 3) pengaruh diskon terhadap perilaku pembelian impulsif pada mahasiswa FEBI angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data yang digunakan peneliti yaitu data primer. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Teknik pengambilan sampel yang digunakan yaitu accidental sampling dengan jumlah sampel sebanyak 97 responden. Teknik analisis data dilakukan dengan menggunakan metode regresi linier berganda melalui program SPSS 20.

Hasil penelitian menunjukkan bahwa 1) program *cashback* dan diskon shopee secara simultan berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif 2) program *cashback* berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif 3) program *cashback* berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif. Berdasarkan hasil uji analisis koefisien determinasi nilai R^2 sebesar 0,423 artinya 42,3% variabel dependent (keputusan pembelian impulsif) dijelaskan oleh variabel independent yang terdiri dari variabel program *cashback*, dan diskon. Sedangkan sisanya sebesar 57,7% dijelaskan oleh variabel lain diluar variabel yang digunakan dalam penelitian.

ABSTRACT

The thesis entitled "The Effect of Cashback and Discount Programs on Impulsive Buying Decisions of Customers (Case Study on FEBI UIN Sayyid Ali Rahmatullah Tulungagung Students, Class of 2021)" was written by Imam Akbar Nurhadi, NIM. 126405212099, Supervisor Nadia Roosmalita Sari, S.Pd., M. Kom.

Keywords: Cashback Program, Discount, Impulse Buying, Shopee.

This research is motivated by the occurrence of online shopping phenomena that cause impulsive buying behavior. Through online shopping, consumers are no longer limited by time, space and distance. There are several factors that influence consumers in making impulsive purchases, namely the existence of cashback programs, as well as discounts that increasingly influence customers to make impulsive purchases.

This study aims to determine 1) the simultaneous effect of cashback and discount programs on impulsive buying behavior in FEBI students, class of 2021, UIN Sayyid Ali Rahmatullah Tulungagung. 2) the effect of cashback programs on impulsive buying behavior in FEBI students, class of 2021, UIN Sayyid Ali Rahmatullah Tulungagung. 3) the effect of discounts on impulsive buying behavior in FEBI students, class of 2021, UIN Sayyid Ali Rahmatullah Tulungagung.

This study uses a quantitative approach with an associative research type. The data used by researchers is primary data. Data collection was carried out by distributing questionnaires to respondents. The sampling technique used was accidental sampling with a sample size of 97 respondents. Data analysis techniques were carried out using multiple linear regression methods through the SPSS 20 program.

The results of the study showed that 1) the cashback program and shopee discounts simultaneously had a positive and significant effect on impulsive buying behavior 2) the cashback program had a positive and significant effect on impulsive buying behavior 3) the cashback program had a positive and significant effect on impulsive buying behavior. Based on the results of the coefficient of determination analysis test, the R. Square value of 0.423 means that 42.3% of the dependent variable (impulse buying decisions) is explained by the independent variables consisting of the cashback program and discount variables. While the remaining 57.7% is explained by other variables outside the variables used in the study.