

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh program *flash sale* terhadap perilaku *impulsive buying* pada mahasiswa Administrasi Bisnis Universitas Malikussaleh pengguna aplikasi TikTok. Latar belakang penelitian ini didasarkan pada intensitas promosi *flash sale* terbatas waktu yang semakin meningkat dan berpotensi mendorong terjadinya pembelian tanpa perencanaan. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif dan analisis regresi linier sederhana. Sampel penelitian berjumlah 68 responden yang ditentukan menggunakan rumus Slovin, dengan pengumpulan data melalui kuesioner berskala Likert yang telah diuji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa program *flash sale* berpengaruh positif dan signifikan terhadap perilaku *impulsive buying* mahasiswa. Nilai rata-rata (mean) variabel *flash sale* sebesar 3,55 berada pada kategori setuju, sedangkan nilai rata-rata (mean) variabel *impulsive buying* sebesar 3,00 berada pada kategori netral, yang menunjukkan bahwa meskipun mahasiswa memberikan respons positif terhadap program *flash sale*, kecenderungan pembelian impulsif belum terbentuk secara kuat. Dengan demikian, program *flash sale* terbukti memengaruhi perilaku *impulsive buying* mahasiswa, namun masih dibatasi oleh pertimbangan rasional dalam pengambilan keputusan pembelian.

Kata Kunci: *Flash Sale, Impulsive Buying, Tiktok.*

ABSTRACT

This study aims to analyze the effect of flash sale programs on impulsive buying behavior among Business Administration students of Universitas Malikussaleh who use the TikTok application. The background of this study is based on the increasing intensity of time-limited flash sale promotions, which have the potential to encourage unplanned purchasing behavior. This research employed a quantitative method with an associative approach and simple linear regression analysis. The sample consisted of 68 respondents, determined using the Slovin formula, while data were collected through questionnaires using a Likert scale that had been tested for validity and reliability. The results show that flash sale programs have a positive and significant effect on students' impulsive buying behavior. The mean value of the flash sale variable is 3.55, which falls into the agree category, while the mean value of the impulsive buying variable is 3.00, categorized as neutral. These findings indicate that although students respond positively to flash sale programs, impulsive buying tendencies have not been strongly established. Thus, flash sale programs are proven to influence students' impulsive buying behavior; however, purchasing decisions remain constrained by rational considerations.

Keywords: *Flash Sale, Impulsive Buying, TikTok*