

## ABSTRAK

Nama : Mukhraj Sidqi  
Program Studi : Manajemen  
Judul : Pengaruh *Sales Promosi*, *Media Sosial* dan *Lifestyle* Terhadap *Impulsif Buying* pada Produk Converse di Universitas Malisussaleh

Penelitian ini bertujuan untuk menganalisis pengaruh sales promosi, media sosial, dan lifestyle terhadap impulsif buying pada produk Converse di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Impulsif buying merupakan perilaku pembelian yang dilakukan secara spontan tanpa perencanaan sebelumnya dan sering dipengaruhi oleh faktor eksternal maupun internal konsumen. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh yang pernah membeli produk Converse, sedangkan penentuan sampel dilakukan dengan teknik purposive sampling. Data penelitian diperoleh melalui penyebaran kuesioner yang diukur menggunakan skala Likert dan dianalisis dengan bantuan program Statistical Package for the Social Sciences (SPSS). Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial sales promosi berpengaruh positif dan signifikan terhadap impulsif buying, yang mengindikasikan bahwa promosi penjualan seperti diskon dan penawaran khusus mampu mendorong konsumen melakukan pembelian secara spontan. Media sosial juga terbukti berpengaruh positif dan signifikan terhadap impulsif buying, dimana konten promosi, visual produk, dan pengaruh influencer mampu membangkitkan minat beli secara impulsif. Selain itu, lifestyle berpengaruh positif dan signifikan terhadap impulsif buying, yang menunjukkan bahwa gaya hidup mahasiswa yang modern dan konsumtif mendorong perilaku pembelian tanpa perencanaan. Secara keseluruhan, penelitian ini menyimpulkan bahwa sales promosi, media sosial, dan lifestyle merupakan faktor penting yang memengaruhi impulsif buying pada produk Converse. Hasil penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi perusahaan dalam merancang strategi pemasaran yang efektif serta menjadi referensi bagi penelitian selanjutnya.

**Kata kunci:** Sales Promosi, Media Sosial, Lifestyle, Impulsif Buying.

## **ABSTRACT**

*Name : Mukhrajia Sidqi  
Study Program : Managemet  
Title : The Influence of Sales Promotion, Social Media, and Lifestyle on Impulsive Buying of Converse Products at Malisussaleh University*

*This study aims to analyze the influence of sales promotion, social media, and lifestyle on impulsive buying of Converse products among students of the Faculty of Economics and Business, Malikussaleh University. Impulsive buying refers to spontaneous purchasing behavior that occurs without prior planning and is often influenced by both external and internal factors. This research employs a quantitative method with an associative approach. The population of this study consists of students of the Faculty of Economics and Business, Malikussaleh University, who have purchased Converse products, while the sampling technique used is purposive sampling. The data were collected through questionnaires measured using a Likert scale and analyzed using the Statistical Package for the Social Sciences (SPSS). The data analysis techniques included validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), and coefficient of determination analysis. The results of the study indicate that sales promotion has a positive and significant effect on impulsive buying, suggesting that promotional activities such as discounts and special offers can encourage spontaneous purchasing behavior. Social media also has a positive and significant influence on impulsive buying, where promotional content, visual appeal, and influencer marketing play a role in stimulating impulsive purchase decisions. Furthermore, lifestyle is found to have a positive and significant effect on impulsive buying, indicating that students' modern and consumptive lifestyles contribute to unplanned purchasing behavior. Overall, this study concludes that sales promotion, social media, and lifestyle are important factors influencing impulsive buying of Converse products. The findings of this research are expected to provide practical implications for companies in developing effective marketing strategies and serve as a reference for future studies.*

**Keywords:** *Sales Promotion, Social Media, Lifestyle, Impulsive Buying.*