ABSTRAK

Nama : Harun Al Rasyid
Nim   : 200410308
Judul : Pengaruh Website Quality Promosi Toko dan Time Pressure Terhadap
         Impulse Buying di Shopee

Penelitian ini bertujuan untuk melihat pengaruh *website quality* promosi toko dan *time pressure* terhadap *e impulse buying* di shopee. Penelitian ini menggunakan data primer yang diperoleh dengan cara membagikan kuesioner kepada 115 responden yang dipilih menggunakan metode *purposive sampling*. Metode analisis data yang digunakan adalah metode SEM-PLS dengan menggunakan alat analisis data Smart PLS versi 4.0. Dalam menguji validitas data, peneliti menggunakan uji validitas: *convergen validity* diskriminan *validity* dan *average variance extratcted*(AVE), Uji reabilitas model fit *coefificient determination* (R2) *Q-square* dan *effect size* hasil Penelitian ini menunjukkan bahwa, website quality tidak berpengaruh terhadap E-impulse buying di shopee, Dalam analisis ini, ditemukan bahwa mahasiswa universitas malikussaleh tidak terlalu mempertimbangkan kualitas *website,* promosi toko berpengaruh signifikan terhadap impulse buying di shopee, Promosi toko yang efektif, seperti diskon, penawaran khusus, dan program loyalitas, cenderung meningkatkan dorongan untuk melakukan pembelian tanpa perencanaan yang matang*, time pressure* berpengaruh signifikan terhadap *impulse buying* di shopee, Tekanan waktu, yang sering kali muncul dalam bentuk penawaran waktu terbatas atau diskon kilat, dapat meningkatkan dorongan untuk melakukan pembelian segera tanpa pertimbangan yang mendalam.

Kata kunci: *website quality*, promosi toko, *time pressure* terhadap *impulse buying* di shopee

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his study aims to examine the impact of website quality, store promotion, and time pressure on e-impulse buying on Shopee. The research uses primary data obtained by distributing questionnaires to 115 respondents selected through purposive sampling. The data analysis method employed is SEM-PLS, using Smart PLS version 4.0 as the analytical tool. To test data validity, the researcher uses validity tests including convergent validity, discriminant validity, and average variance extracted (AVE), as well as reliability tests such as model fit, coefficient of determination (R²), Q-square, and effect size. The results of this study indicate that website quality does not affect e-impulse buying on Shopee. The analysis found that students of Malikussaleh University do not consider website quality significantly. Store promotion has a significant effect on impulse buying on Shopee; effective store promotions, such as discounts, special offers, and loyalty programs, tend to increase the urge to make unplanned purchases. Time pressure also has a significant effect on impulse buying on Shopee. Time pressure, often manifesting as limited-time offers or flash sales, can enhance the urge to make immediate purchases without thorough consideration.

Keywords: *website quality, store promotion, time pressure, impulse buying on Shopee*