

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh *Brand Image*, *Service Quality* Dan *Sale Promotion* Terhadap *Impluse Buying* Pada Pembelian Online Produk Shopee. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) T *Brand Image* berpengaruh signifikan terhadap *Impluse Buying*. *Service Quality* berpengaruh signifikan terhadap *Impluse Buying*. *Sale Promotion* berpengaruh signifikan terhadap *Impluse Buying*. *Brand Image*, *Service Quality* Dan *Sale Promotion* berpengaruh signifikan terhadap *Impluse Buying*.

Kontribusi sumbangan variabel *independen Brand Image*, *Service Quality* Dan *Sale Promotion* terhadap variabel *dependen Impluse Buying* adalah sebesar 74,0%. Sedangkan sisanya adalah sebesar 26,0% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata Kunci : *Brand Image*, *Service Quality*, *Sale Promotion* dan *Impluse Buying*

ABSTRACT

This study aims to examine how big the influence of Brand Image, Service Quality and Sale Promotion on Impulse Buying in Online Purchases of Shopee Products. The method of collecting data is through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is multiple linear regression analysis.

The results obtained based on the Partial Test (t test) T Brand Image has a significant effect on Impulse Buying. Service Quality has a significant effect on Impulse Buying. Sale Promotion has a significant effect on Impulse Buying. Brand Image, Service Quality and Sale Promotion have a significant effect on Impulse Buying.

The contribution of the independent variable Brand Image, Service Quality and Sale Promotion to the dependent variable Impulse Buying is 74.0%. While the remaining 26.0% is influenced by other variables outside of this study.

Keywords: Brand Image, Service Quality, Sale Promotion and Impulse Buying