

**THE EFFECT OF PROMOTION, EASE OF ACCESS, AND DISCOUNT
ON IMPULSIVE BUYING DECISIONS OF SHOPEE SHOPPING
APPLICATION USERS IN COLLEGE STUDENT BENGKALIS CITY.**

Student Name : Nurul Afrina
Student ID Number : 5404181145
Supervisor Lecturer : M.Alkadri Perdana,B.Sc,M.Sc
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

This research is motivated by the phenomenon of online shopping which causes impulsive buying. Through online shopping, consumers are no longer limited by time, space and distance. There are several factors that influence consumers to make impulsive buying, namely the existence of attractive promotions, convenience when shopping, and discounts that increasingly influence consumers to make impulsive buying. In addition, this study aims to determine the effect of promotions, ease of access and discounts on the impulsive buying decisions of shopee shopping application users in bengkalis city college students. This study uses a quantitative approach with the type of associative research. The data used by researchers are primary data and secondary data. Data was collected by distributing questionnaires to respondents. The sampling technique used non-probability sampling with a sample size of 100 respondents. The data analysis technique was carried out using the multiple linear regression method through the SPSS program. Lastly, the results of the study show that partially Promotion, Ease of Access, Discounts have a positive and significant impact on Impulsive Buying decisions on Shopee Shopping Application Users in Bengkalis City Students.

Keywords: *Shopee* Promotion, Ease of Access, Discounts, Impulsive Buying.