

## ABSTRAK

**Megarista Agustin. NIM 3402200348. Pengaruh *Discount* Dan *Live Streaming* Terhadap *Impulsive Buying* (Studi pada Konsumen Produk *Online Shop* Berhijab.co di Kecamatan Lumbang). Dibawah Bimbingan Dr. Nana Darna, S.E., M.M. Selaku (Pembimbing I) dan Kasman, Drs., M.M. Selaku (Pembimbing II).**

Penilaian kesuksesan dalam mencapai target penjualan yang tinggi bagi sebuah perusahaan dapat diukur dari peningkatan *impulsive buying*. Untuk mencapai perilaku pembelian impulsif, perusahaan harus mempertimbangkan faktor-faktor yang dapat memengaruhi perilaku tersebut, seperti *discount* dan *live streaming*. Penelitian ini difokuskan pada Pengaruh *Discount* dan *Live Streaming* Terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang. Permasalahan yang dihadapi dalam penelitian ini meliputi : 1) Bagaimana Pengaruh *Discount* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang. 2) Bagaimana Pengaruh *Live Streaming* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang. 3) Bagaimana Pengaruh *Discount* dan *Live Streaming* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang. Tujuan dari penelitian ini adalah 1) Besar Pengaruh *Discount* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang, 2) Besar Pengaruh *Live Streaming* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang, 3) Besar Pengaruh *Discount* dan *Live Streaming* terhadap *Impulsive Buying* pada Konsumen Produk *Online Shop* Berhijab.co di Lumbang. Metode yang digunakan dalam penelitian ini adalah metode pendekatan kuantitatif. Untuk metode menganalisis data yang diperoleh digunakan analisis deskriptif dan verifikatif. Hasil dari penelitian dan pengolahan data menunjukkan bahwa *Discount* termasuk dalam interpretasi kategori sering. *Live Streaming* termasuk dalam interpretasi kategori sering. *Impulsive Buying* termasuk interpretasi kategori sering. Hasil penelitian dan pengolahan data menunjukkan bahwa :1) *Discount* pada *Impulsive Buying* sebesar 29,26% sedangkan 70,74% dipengaruhi faktor lain; 2) *Live Streaming* terhadap *Impulsive Buying* sebesar 72,08% sedangkan 27,99% dipengaruhi faktor lain; 3) *Discount* dan *Live Streaming* terhadap *Impulsive Buying* sebesar 72,25% sedangkan 27,75% sisanya dipengaruhi faktor lain. Adapun saran dari penelitian ini adalah 1) *Discount* pada Konsumen Berhijab.co di Lumbang sudah sering dilakukan agar dipertahankan dan lebih ditingkatkan. 2) *Live Streaming* pada Konsumen Berhijab.co di Lumbang sudah baik namun lebih baik bila ditingkatkan lagi 3) *Impulsive Buying* pada Konsumen Berhijab.co di Lumbang sudah baik agar dipertahankan dan lebih ditingkatkan. 4) Bagi pihak lain untuk penelitian selanjutnya diharapkan menambah kajian variabel yang akan diteliti

**Kata Kunci : *Discount, Live Streaming, Impulsive Buying***

## ABSTRACT

**Megarista Agustin. NIM 3402200348. The Effect of Discounts and Live Streaming on Impulsive Buying (Study of Consumers of Berhijab.co Online Shop Products in Lumbung). Under the Guidance of Dr. Nana Darna, S.E., M.M. As (Supervisor I) and Kasman, Drs., M.M. As (Supervisor II).**

*Assessment of success in achieving high sales targets for a company can be measured from the increase in impulsive buying. To achieve impulse buying behavior, companies must consider factors that can influence this behavior, such as discounts and live streaming. This research focuses on the influence of discounts and live streaming on impulsive buying among consumers of Berhijab.co online shop products in Lumbung. The problems faced in this research include: 1) What is the influence of discounts on impulse buying among consumers of Berhijab.co online shop products in Lumbung. 2) What is the influence of live streaming on impulsive buying among consumers of Berhijab.co online shop products in Lumbung. 3) What is the influence of discounts and live streaming on impulse buying among consumers of Berhijab.co online shop products in Lumbung. The objectives of this research are 1) The magnitude of the influence of discounts on impulsive buying among consumers of Berhijab.co online shop products in Lumbung, 2) The magnitude of the influence of live streaming on impulsive buying among consumers of Berhijab.co online shop products in Lumbung, 3) The magnitude of the influence of discounts and Live Streaming on Impulsive Buying for Consumers of Berhijab.co Online Shop Products in Lumbung. The method used in this research is a quantitative approach. For the method of analyzing the data obtained, descriptive and verification analysis was used. The results of research and data processing show that Discount is included in the interpretation of the frequent category. Live Streaming falls into the frequent interpretation category. Impulsive Buying includes frequent category interpretations. The results of research and data processing show that: 1) Discount on Impulsive Buying is 29.26% while 70.74% is influenced by other factors; 2) Live Streaming on Impulsive Buying was 72.08% while 27.99% was influenced by other factors; 3) Discounts and Live Streaming on Impulsive Buying amounted to 72.25% while the remaining 27.75% was influenced by other factors. The suggestions from this research are 1) Discounts for Berhijab.co consumers in Lumbung have been carried out frequently so that they are maintained and further improved. 2) Live Streaming for Berhijab.co Consumers in Lumbung is already good but it would be better if it was improved further. 3) Impulsive Buying for Berhijab.co Consumers in Lumbung is good so it should be maintained and further improved. 4) For further research, it is hoped that other parties will add studies to the variables to be studied*

**Keywords: Discount, Live Streaming, Impulsive Buying**