

ABSTRAK

Pengaruh *Live Streaming* dan Diskon terhadap Pembelian Impulsif Konsumen Rproject Shopee di Kabupaten Bandung

Penelitian ini dilatarbelakangi oleh fenomena fluktuasi penjualan yang terjadi pada toko Rproject di platform Shopee meskipun telah memanfaatkan strategi promosi melalui fitur *live streaming* dan pemberian diskon. Kondisi tersebut menunjukkan bahwa strategi promosi yang digunakan belum sepenuhnya efektif dalam mendorong perilaku pembelian impulsif konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *live streaming* dan diskon terhadap pembelian impulsif konsumen Rproject di Shopee Kabupaten Bandung. Metode penelitian yang digunakan adalah metode pendekatan kualitatif yang kemudian dianalisis secara kualitatif melalui teknik deskriptif dan verifikatif. Data diperoleh melalui penyebaran kuesioner kepada 99 orang sampel yang sudah ditentukan dengan rumus Slovin. Instrumen penelitian telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan teknik regresi linier berganda, uji korelasi, koefisien determinasi, serta uji F dan uji t untuk mengetahui pengaruh masing-masing variabel. Hasil penelitian menunjukkan bahwa *live streaming* dan diskon berpengaruh positif dan signifikan terhadap pembelian impulsif, baik secara parsial maupun simultan. Hal ini menegaskan bahwa semakin menarik penyajian *live streaming* dan semakin relevan penawaran diskon yang diberikan, maka semakin tinggi pula kecenderungan konsumen melakukan pembelian secara impulsif. Penelitian ini memberikan rekomendasi bagi pelaku usaha untuk mengoptimalkan strategi *live streaming* dan program diskon agar mampu menciptakan pengalaman belanja yang menarik, interaktif, serta mendorong peningkatan pembelian impulsif konsumen.

Kata Kunci: *Live Streaming*, Diskon, Pembelian Impulsif

ABSTRACT

The Influence of Live Streaming and Discounts on Impulse Buying of Rproject Shopee Consumers in Bandung Regency

This research is motivated by the phenomenon of fluctuating sales experienced by the Rproject store on the Shopee platform, even though promotional strategies through live streaming features and discount programs have been implemented. This condition indicates that the promotional strategies used have not been fully effective in encouraging consumers' impulsive buying behavior. The purpose of this study is to analyze the influence of live streaming and discounts on the impulsive buying behavior of Rproject consumers on Shopee in Bandung Regency. The research method employed is a qualitative approach that is further analyzed quantitatively through descriptive and verificative techniques. Data were collected through questionnaires distributed to 99 respondents determined using the Slovin formula. The research instruments were tested for validity and reliability, and the data were analyzed using multiple linear regression, correlation analysis, the coefficient of determination, as well as F-test and t-test to determine the influence of each variable. The results of the study show that live streaming and discounts have a positive and significant effect on impulsive buying, both partially and simultaneously. This finding emphasizes that the more attractive the live streaming presentation and the more relevant the discount offers, the higher the consumers' tendency to make impulsive purchases. This research provides recommendations for business owners to optimize live streaming strategies and discount programs to create a more engaging and interactive shopping experience that encourages increased impulsive buying behavior among consumers.

Keywords: Live Streaming, Discount, Impulsive Buying

