

**PENGARUH *WEBSITE QUALITY* DAN *FLASH SALE*  
TERHADAP *IMPULSE BUYING* SITUS BELANJA ONLINE  
(Studi Pada Konsumen Shopee di Jombang)**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui pengaruh *website quality* dan *flash sale* terhadap *impulse buying* situs belanja online pada konsumen Shopee di Jombang. Pada penelitian ini pendekatan yang digunakan adalah kuantitatif dengan teknik *explanatory research*. Populasi dalam penelitian ini yaitu konsumen Shopee di Jombang. Jumlah sampel sebanyak 100 responden, teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *accidental sampling*. Metode pengumpulan data menggunakan kuisisioner, dengan teknik analisis data menggunakan analisis deskriptif dan analisis regresi linear berganda dengan bantuan software SPSS. Hasil penelitian ini menunjukkan bahwa *website quality* dan *flash sale* berpengaruh signifikan terhadap *impulse buying* situs belanja online pada konsumen Shopee di Jombang.

**Kata kunci : *Website Quality, Flash Sale, Impulse Buying***

***THE EFFECT OF WEBSITE QUALITY AND FLASH SALE  
ON IMPULSE BUYING ONLINE SHOPPING SITES***

***(Study on Shopee Consumers in Jombang)***

***ABSTRACT***

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*This study aims to determine the effect of website quality and flash sales on impulse purchases of online shopping sites for Shopee consumers in Jombang. In this study the approach used was quantitative with explanatory research techniques. The population in this study are Shopee consumers in Jombang. The number of samples is 100 respondents, the sampling technique uses a non-probability sampling technique with the accidental sampling method. Methods of data collection using questionnaires, with data analysis techniques using descriptive analysis and multiple linear regression analysis with the help of SPSS software. The results of this study indicate that website quality and flash sales have a significant effect on impulsive purchases of online shopping sites for Shopee consumers in Jombang.*

***Keywords : Website Quality, Flash Sale, Impulse Buying***