

ABSTRACT

THOYIB KURNIADI, 2022, THE EFFECT OF PRICE PERCEPTION, PRODUCT QUALITY PERCEPTION, AND PROMO ON FLASH SALE IN MARKETPLACE SHOPEE MALL WARRIOR OFFICIAL (Study on Moslem Consumer Shopee Mall Warrior Official Shop)

Impulse buying is an activity purchasion that are spontaneous, without planned and considerationed because spontaneously. Based on premiliminary study, it was found that as many as 100% of consumer Warrior Official Shopee Mall who incidentally are Muslim, do impulse buying, and recorded on high category that is 79,3% consumer do impulse buying. Impulse buying not appropriate with islam lesson. As we consumer we must play safe, that impulse buying is certainly influenced by various factors. Researchers take the most answers from the results of preliminary studies, namely price percaption factor, product quality perception, and promo on flash sale.

Based on the background problem above, founded the formulation problem is as follows: 1) Whether is the effect of price perception on impulse buying moslem consumer in the Marketplace Shopee Mall Warrior Official Shop 2) Whether is the effect of product perception on impulse buying moslem consumer in the Marketplace Shopee Mall Warrior Official Shop 3) Whether is the effect of the promo on flash sale on impulse buying moslem consumer in The Marketplace Shopee Mall Warrior Official Shop 4) Whether price perception, product pereception, and promo on flash sale together affect impulse buying in marketplace Shopee Mall Warrior Official Shop.

The method research used descriptive method with a quantitative approach. The are population namely consumer moslem Warrior Official Shopee Mall, where the amount not certain identification. The technique sampling used purpose sampling of 100 respondents. Data collection used technique distributing questionnaires. The data analysis technique that are descriptive data and hypotesis testing using correlation test, regression analysis, t test, and f test. Meanwhile, for data processing using SPSS version 26.

The results of the study: 1) price percaption has partical effect on impulse buying 2) product perception has partical effect on impulse buying 3) promo flash sale has partical effect on impulse buying 4) price perception, product perception, and promo flash sale together has a significant effect on impulse buying.

keywords : price perceptions, quality product perception, flase sale on promo, and impulse buying

PEDOMAN TRANSLITERASI

A. Konsonan

No.	Huruf Arab	Nama Huruf	Huruf Latin
1	أ	Alif	-
2	ب	Ba'	B
3	ت	Ta'	T
4	ث	Tsa'	Ts
5	ج	Jim	J
6	ح	Ha'	H
7	خ	Kha'	Kh
8	د	Dal	D
9	ذ	Dzal	Dz
10	ر	Ra'	R
11	ز	Zay	Z
12	س	Sin	S
13	ش	Syin	Sy
14	ص	Shad	Sh
15	ض	Dlad	Dha
16	ط	Tha'	Th

No.	Huruf Arab	Nama Huruf	Huruf Latin
17	ظ	Zha'	Zh
18	ع	'Ain	'
19	غ	Ghin	Gh
20	ف	Fa'	F
21	ق	Qaf	Q
22	ك	Kaf	K
23	ل	Lam	L
24	م	Mim	M
25	ن	Nun	N
26	و	Waw	W
27	ه	Ha'	H
28	لا	Lam alif	La
29	ء	Hamzah	-
30	ي	Ya'	Y
31	ة	Ta' marbuthah	<u>T</u>
32	-	-	-