

ABSTRACT

The Effect of Using E-Wallet and Sales Promotion on Impulsive Buying Behaviour in E-Commerce Transactions

Along with the availability of various online shopping places such as e-commerce and digital payment methods such as e-wallets in Indonesia, with the various conveniences offered in online shopping activities, there has been a rapid increase in public consumption. With the increase in public consumption, they do not only buy a product that is needed but also buy goods only on the basis of desire or without planning which leads to impulsive buying behavior. This study aims to analyze how the influence of the use of e-wallets and sales promotions on consumer impulse buying behavior in transactions in e-commerce. This type of research is quantitative research. The population in this study are consumers who use e-commerce with a sample of 104 respondents. Data collection techniques were carried out by giving questionnaires. The data was processed using descriptive statistical test methods, data instrument tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing and using SPSS tools. The results of this study indicate that the use of e-wallets and sales promotions have a positive and significant effect on impulsive buying behavior.

Keywords: Impulsive buying behavior, E-commerce, E-wallet