

## ABSTRAK

Perkembangan *e-commerce* yang semakin pesat mendorong perubahan perilaku konsumsi masyarakat, khususnya generasi Z muslim dalam melakukan pembelian secara *online*. Berbagai fitur pemasaran digital seperti *flash sale*, diskon, *live shopping*, dan penggunaan *moslem influencer* diduga mampu memengaruhi perilaku *impulsive buying* pada pengguna Shopee. Di sisi lain, religiusitas Islami juga diperkirakan memiliki peran dalam mengendalikan perilaku konsumsi agar tetap sesuai dengan prinsip kesederhanaan dan tidak berlebihan dalam berbelanja. Penelitian ini bertujuan untuk menganalisis pengaruh *flash sale*, diskon, *live shopping*, *moslem influencer*, dan religiusitas Islami terhadap perilaku *impulsive buying* pada masyarakat gen Z muslim pengguna Shopee.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada masyarakat gen Z muslim yang menggunakan aplikasi Shopee dan pernah melakukan pembelian produk *fashion* secara *online*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan kriteria responden tertentu sesuai kebutuhan penelitian. Data yang diperoleh kemudian dianalisis menggunakan regresi logistik untuk mengetahui pengaruh masing-masing variabel independen terhadap perilaku *impulsive buying*. Pengolahan data dilakukan dengan bantuan aplikasi statistik melalui tahapan uji instrumen, uji kelayakan model, uji simultan, dan uji parsial.

Hasil penelitian menunjukkan bahwa dari lima variabel yang diuji, *flash sale* dan *moslem influencer* berpengaruh positif dan signifikan terhadap *impulsive buying*, artinya kedua strategi pemasaran digital tersebut mampu mendorong kecenderungan pembelian tidak terencana pada generasi muda muslim. Sebaliknya, diskon dan *live shopping* tidak berpengaruh signifikan sehingga tidak terbukti sebagai prediktor *impulsive buying* dalam penelitian ini. Adapun religiusitas berpengaruh negatif dan signifikan, yang berarti semakin tinggi tingkat religiusitas seseorang maka semakin rendah kecenderungannya untuk melakukan *impulsive buying*, sehingga nilai-nilai Islam terbukti berperan sebagai faktor penahan perilaku konsumsi impulsif di era digital.

Kata kunci : Promosi Penjualan, *Moslem Influencer*, Religiusitas, *Impulsive Buying*

## ABSTRAC

*The rapid development of e-commerce is driving changes in consumer behavior, particularly among Generation Z Muslims, in online shopping. Various digital marketing features such as flash sales, discounts, live shopping, and the use of Muslim influencers are thought to influence impulsive buying behavior among Shopee users. Furthermore, Islamic religiosity is also thought to play a role in controlling consumption behavior, ensuring it adheres to the principles of simplicity and avoids excessive spending. This study aims to analyze the influence of flash sales, discounts, live shopping, Muslim influencers, and Islamic religiosity on impulsive buying behavior among Generation Z Muslim Shopee users.*

*This study employed a quantitative approach with a survey method, distributing questionnaires to Gen Z Muslims who use the Shopee app and have purchased fashion products online. The sampling technique used purposive sampling with specific respondent criteria according to the research needs. The data obtained were then analyzed using logistic regression to determine the effect of each independent variable on impulsive buying behavior. Data processing was performed using statistical applications through the stages of instrument testing, model feasibility testing, simultaneous testing, and partial testing.*

*The results of the study showed that of the five variables tested, flash sales and Muslim influencers had a positive and significant effect on impulsive buying, meaning that both digital marketing strategies were able to encourage unplanned purchasing tendencies among the younger generation of Muslims. Conversely, discounts and live shopping did not have a significant effect and were therefore not proven to be predictors of impulsive buying in this study. Meanwhile, religiosity had a negative and significant effect, meaning that the higher a person's religiosity, the lower their tendency to engage in impulsive buying. Thus, Islamic values were proven to play a role as a restraining factor for impulsive consumption behavior in the digital era.*

*Keywords: Sales Promotion, Muslim Influencers, Religiosity, Impulsive Buying*