

ABSTRAK

Perkembangan teknologi digital telah mendorong pertumbuhan pesat *e-commerce* di Indonesia, salah satunya adalah platform Shopee. Gen Z sebagai generasi digital memiliki kecenderungan tinggi dalam melakukan pembelian impulsif, khususnya pada produk *fashion*. Penelitian ini bertujuan untuk mengetahui pengaruh promosi penjualan, *electronic word of mouth*, dan religiusitas terhadap pembelian impulsif produk *fashion* di Shopee pada Generasi Z domisili Bangkalan.

Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data primer melalui kuesioner. Jumlah sampel dalam penelitian ini sebanyak 150 responden. menggunakan rumus *Lamshow*. Teknik pengambilan sampel menggunakan teknik *nonprobability sampling* dengan metode *purposive sampling*. Data primer penelitian dianalisis menggunakan metode regresi linier berganda. Analisis data diolah menggunakan SPSS Versi 23.

Hasil penelitian menunjukkan bahwa variabel promosi penjualan dan *electronic word of mouth* secara parsial memiliki pengaruh positif dan signifikan terhadap pembelian impulsif produk *fashion* di Shopee pada Gen Z yang berdomisili di Bangkalan. Sebaliknya, variabel religiusitas berpengaruh negatif dan tidak signifikan terhadap pembelian impulsif. Tingkat religiusitas tidak menentukan perilaku pembelian impulsif produk *fashion* di Shopee. Secara simultan, promosi penjualan, *electronic word of mouth*, dan religiusitas berpengaruh signifikan terhadap pembelian impulsif.

Kata Kunci : Promosi Penjualan, *Electronic Word Of Mouth*, Religiusitas, Pembelian Impulsif, Produk *Fashion*.

ABSTRACT

The development of digital technology has driven the rapid growth of e-commerce in Indonesia, one of which is the Shopee platform. Gen Z as a digital generation has a high tendency to make impulsive purchases, especially for fashion products. This study aims to determine the effect of sales promotion, electronic word of mouth, and religiosity on impulsive purchases of fashion products on Shopee for Generation Z domiciled in Bangkalan.

This study uses a quantitative approach with primary data collection through questionnaires. The number of samples in this study was 150 respondents. using the Lameshow formula. The sampling technique used a nonprobability sampling technique with a purposive sampling method. Primary research data were analyzed using multiple linear regression methods. Data analysis was processed using SPSS Version 23.

The results of the study indicate that the variables of sales promotion and electronic word of mouth partially have a positive and significant influence on impulsive purchases of fashion products on Shopee for Gen Z domiciled in Bangkalan. Conversely, the variable of religiosity has a negative and insignificant effect on impulsive purchases. The level of religiosity does not determine the impulsive buying behavior of fashion products on Shopee. Simultaneously, sales promotion, electronic word of mouth, and religiosity have a significant effect on impulsive buying.

Keywords : Sales Promotion, Electronic Word Of Mouth, Religiosity, Impulsive Buying, Fashion Products.