

ABSTRACT

This study aims to analyze the effect of price discount and advertising attractiveness on the impulse buying of generation-z consumers. The population used in this study were active students at Diponegoro University, Semarang, which belonged to the Z-generation category and active users of the top four e-wallet applications in Indonesia. The number of samples used in this study were 110 respondents. The method of data collection is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS analysis tool.

The results of this study indicate that the price discount has a positive and significant effect on impulse buying, as well as the attractiveness of advertising shows a positive and significant effect on impulse buying, and the simultaneous effect of price discount and advertising attractiveness also has a positive and significant effect on impulsive buying.

Keywords: Price Discount, Ads Attractiveness, Impulsive Purchase, E-Wallet