

ABSTRACT

Tokopedia is one of the e-commerce that stands in Indonesia. In January and March 2018 Tokopedia experienced a decrease in the number of visitors. This decrease in the number of visitors resulted in a decrease in Tokopedia sales as well. Thus, the Tokopedia marketing must carry out a strategy to increase its sales again. Impulsive purchases are things that need to be considered to increase sales in Tokopedia.

This research was conducted to find out what factors can increase impulsive purchases in Tokopedia e-commerce. Factors tested in this study include shopping adventure, value shopping, idea shopping, social shopping and relaxation shopping.

Data collection was carried out by distributing questionnaires to 140 respondents who had shopped on Tokopedia e-commerce. Sampling using non-probability method with convenience sampling approach. The analysis method uses multiple analysis techniques with IBM SPSS 23 for windows.

The results shown in this study are motivations for adventure shopping, value shopping, and relaxation shopping with a significant positive effect on impulsive purchase variables. Whereas for idea shopping motivation and social shopping is known to have no significant influence on impulsive purchases.

Keywords: *impulsive purchases, adventure shopping, value shopping, idea shopping, social shopping, relaxation shopping.*