

ABSTRACT

The Covid-19 pandemic that hit Indonesia in 2020 has resulted in large-scale of social distancing that force people to carry out their activities from home and cause fear to go out of the house. This has an impact on the buying and selling sector, where currently people carry out these activities through the digital world, including through e-commerce. E-commerce has become the choice of many traders and consumers because the transactions are relatively easy and can be done anytime and anywhere without limited space and time which can meet the needs of people during the Covid-19 pandemic. With this, people are considered more consumptive and impulsive when making purchases through e-commerce. This study aims to analyze the factors that influence impulse buying behavior in the community, especially students during the Covid-19 pandemic.

This study used the sample of 100 students in the city of Semarang who had made purchases at Shopee during the Covid-19 pandemic. With the sampling method using non probability sampling and purposive sampling and data collection methods through questionnaires. The analytical tool used in this research is use the SPSS 23 program.

The results of this study indicate that impulse buing tendency, shopping enjoyment tendency, materialism, situational factors and sales promotion have a positive and significant effect on impulse buying. The results also showed that gender had no effect on the respondents' impulse buying. Where there is no significant difference between men and women on the perspective of impulse buying.

Keywords: Impulse Buying, Impulse Buying Tendency, Shopiing Enjoyment Tendency, Materialism, Situational Factors, Sales Promotion, Consumer Behavior