

## ABSTRAK

Seiring perkembangan teknologi, perubahan besar-besaran terjadi dalam sektor ekonomi dan bidang perdagangan dengan munculnya media fasilitas pembelanjaan yang dimana hal itu akan merubah kecenderungan masyarakat yang awalnya berbelanja pada toko *offline* namun hari ini kita bisa merasakan bahwa fasilitas tersebut yakni *e-commerce* atau perdagangan elektronik menjadi salah satu inovasi yang sangat berpengaruh dalam memudahkan proses jual beli. *Brand 3 Second* dalam menggunakan media promosi melalui platform *digital marketing* seperti Instagram, TikTok, *marketplace*, dan *YouTube* untuk menjalankan kampanye mereka. *Brand 3 Second* telah menggunakan *marketplace* salah satunya Lazada untuk mempromosikan produknya. Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh dari *involvement hedonis*, promosi, dan harga terhadap *impulsif buying* pada produk *3 Second* di Lazada. Penelitian ini melibatkan masyarakat Jember, mengenai pengambilan sampel secara purposive sampling sebanyak 85 responden. Hasil penelitian menunjukkan bahwa variabel *involvement hedonis*, promosi, dan harga berpengaruh positif dan signifikan terhadap *impulsif buying* pada produk *3 Second* di Lazada.

Kata kunci : *Involvement hedonis*; promosi; harga; *impulsif buying*.

## **ABSTRACT**

*Along with technological developments, massive changes have occurred in the economic sector and the trade sector with the emergence of media shopping facilities which will change the tendency of people who initially shop at offline stores but today we can feel that these facilities, namely e-commerce or electronic commerce, are one of the innovations that are very influential in facilitating the buying and selling process. Brand 3 Second uses promotional media through digital marketing platforms such as Instagram, TikTok, marketplaces, and YouTube to run their campaigns. Brand 3 Second has used a marketplace, one of which is Lazada, to promote its products. The purpose of this study is to determine the effect of hedonic involvement, promotion, and price on impulsive buying on 3 Second products at Lazada. This study involved public Jember, Faculty of Economics and Business, class of 2021. Regarding sampling purposive sampling as many as 85 respondents. The results showed that the variables of hedonic involvement, promotion, and price had a positive and significant effect on impulsive buying on 3 Second products at Lazada.*

*Keywords: Hedonic involvement; promotion; price; impulsive buying.*

