

## ABSTRAK

Penelitian ini menggunakan model TAM (Technology Acceptance Model) dengan pendekatan kuantitatif yang bertujuan untuk mengetahui pengaruh persepsi kemudahan penggunaan, persepsi manfaat, promo diskon produk PayLater terhadap perilaku pembelian impulsif pada pengguna Shopee PayLater. Data dikumpulkan melalui penyebaran kuesioner dengan penentuan sampel menggunakan teknik purposive sampling terhadap pengguna layanan Shopee PayLater dengan total 100 responden. Data dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, dan uji regresi linier berganda meliputi uji t, uji F, dan uji koefisien determinasi.

Hasil pengujian secara parsial didapatkan variabel persepsi kemudahan penggunaan (X1) berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif dengan nilai t hitung 4,382 dan signifikansi  $0,000 < 0,05$ . Persepsi manfaat (X2) berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif dengan nilai t hitung 3,967 dan signifikansi  $0,000 < 0,05$ . Promo diskon produk (X3) berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif dengan nilai t hitung 2,138 dan signifikansi  $0,035 < 0,05$ . Variabel persepsi kemudahan penggunaan, persepsi manfaat dan promo diskon produk secara bersama-sama berpengaruh terhadap keputusan pembelian impulsif dengan nilai F hitung 20,076 dan nilai signifikansi  $0,000 < 0,05$ . Dalam uji koefisien determinasi, 64,8% variabel terikat dapat dijelaskan oleh variabel bebas, sementara 32,2% sisanya dijelaskan oleh variabel lain diluar penelitian.

**Kata kunci:** Persepsi Kemudahan Penggunaan, Persepsi Manfaat, Promo Diskon Produk, Pembelian Impulsif, Shopee PayLater

## **ABSTRACT**

*This study uses the TAM model (Technology Acceptance Model) with a quantitative approach which aims to determine the effect of perceived ease of use, perceived benefits, PayLater product discount promos on impulsive buying behavior of Shopee PayLater users. Data was collected by distributing questionnaires by determining the sample using a purposive sampling technique for users of the Shopee PayLater service with a total of 100 respondents. Data were analyzed using validity test, reliability test, classical assumption test, and multiple linear regression test including t test, F test, and coefficient of determination test.*

*Partial test results show that the variable perceived ease of use (X1) has a positive and significant effect on impulsive buying behavior with a t value of 4.382 and a significance of  $0.000 < 0.05$ . Perceived usefulness (X2) has a positive and significant effect on impulsive buying behavior with a t value of 3.967 and a significance of  $0.000 < 0.05$ . Product discount promos (X3) have a positive and significant effect on impulsive buying behavior with a t value of 2.138 and a significance of  $0.035 < 0.05$ . Perceived ease of use, perceived benefits and product discount promo variables together influence impulsive buying decisions with an F count of 20.076 and a significance value of  $0.000 < 0.05$ . In the test of the coefficient of determination, 64.8% of the dependent variable can be explained by independent variables, while the remaining 32.2% is explained by other variables outside the study.*

*Keywords: Perceived Ease of Use, Perceived Benefits, Product Discount Promos, Impulsive Buying, Shopee PayLater*