

ABSTRACT

Title : The Relationship between Brand Trust Shopee with Impulsive Buying For University Students Shopee User

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In this modern era, advances in internet technology are increasingly being used to provide convenience in everyday life such as finding information, being a learning tool, and online shopping activities through e-commerce, one of which is the Shopee application. There are so many promos served by shopees that make consumers buy spontaneously, unplanned, and without prior consideration or what is commonly referred to as impulsive buying behavior. One of the factors that influence impulsive buying behavior is brand trust. The purpose of this study was to determine the relationship between brand trust and impulsive buying in shopee user students. Correlational quantitative research method, with a purposive sampling type non-probability sampling technique. The sample of this research is 100 shopee user students in Indonesia. Brand trust measuring tool with 29 valid items and reliability coefficient (α) 0.962 and impulsive buying measuring instrument with 44 valid items and a reliability coefficient (α) 0.963. The results showed that there was a significant positive relationship between brand trust and impulsive buying with a sig. (P) 0.036 and (r) 0.210. Brand trust affects 4.4% impulsive buying. Students who use shopee more have low brand trust (51%) and low impulsive buying (51%). There is no relationship between impulsive buying and gender, monthly allowance, number of products purchased in the last month, time spent viewing Shopee application, and product category purchased.

Keywords: Brand trust, Impulsive Buying, Students, Shopee Users.