

ABSTRAK

Judul Penulisan Ilmiah ini adalah Pengaruh Flash Sale, Harga Promo, dan Limited Edition Terhadap Minat Beli Konsumen Marketplace Lazada Pada Mahasiswa di Kota Medan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Flash Sale, Harga Promo, dan produk Limited Edition terhadap minat beli konsumen di marketplace Lazada, khususnya di kalangan mahasiswa di Kota Medan. Penulisan Ilmiah didasarkan pada permasalahan utama yang hendak diteliti, yaitu Sejauh apa Pengaruh Flash Sale, Harga Promo, dan Limited Edition mempengaruhi Minat Beli Konsumen Marketplace Lazada khususnya mahasiswa yang ada di Kota Medan.

Hasil penulisan ilmiah ini nantinya menunjukkan bahwa secara simultan ketiga variabel independen berpengaruh signifikan terhadap minat beli. Secara parsial Flash Sale (X1), Harga Promo (X2), dan Limited Edition (X3) yang berpengaruh positif dan signifikan terhadap Minat Beli Konsumen Marketplace Lazada Pada Mahasiswa di Kota Medan (Y). Hasil uji normalitas menunjukkan bahwa data berdistribusi normal (Sig. > 0.05), sehingga model regresi dinyatakan memenuhi asumsi klasik, sehingga demikian strategi promosi Lazada yang menonjolkan aspek waktu terbatas, keuntungan harga, dan eksklusivitas terbukti efektif dan signifikan dalam mendorong minat beli mahasiswa di Kota Medan.

Kata Kunci: Flash Sale, Harga Promo, Limited Edition, Minat Beli, Lazada, Mahasiswa

ABSTRACT

The title of this scientific paper is The Influence of Flash Sale, Promotional Price, and Limited Edition on Consumer Purchase Intention on the Lazada Marketplace among Students in Medan City. The purpose of this study is to determine the influence of Flash Sale, Promotional Price, and Limited Edition products on consumer purchase intention on the Lazada marketplace, particularly among students in Medan City. This scientific writing is based on the main problem to be examined, namely the extent to which Flash Sale, Promotional Price, and Limited Edition influence consumer purchase intention on the Lazada marketplace, especially students in Medan City.

The results of this scientific writing indicate that simultaneously the three independent variables have a significant effect on purchase intention. Partially, Flash Sale (X1), Promotional Price (X2), and Limited Edition (X3) have a positive and significant effect on Consumer Purchase Intention on the Lazada Marketplace among Students in Medan City (Y). The results of the normality test show that the data are normally distributed (Sig. > 0.05), so the regression model meets the classical assumption. Therefore, Lazada's promotional strategy that emphasizes limited time, price advantages, and exclusivity is proven to be effective and significant in encouraging students' purchase intention in Medan City.

Keywords: *Flash Sale, Promotional Price, Limited Edition, Purchase Intention, Lazada, Student*