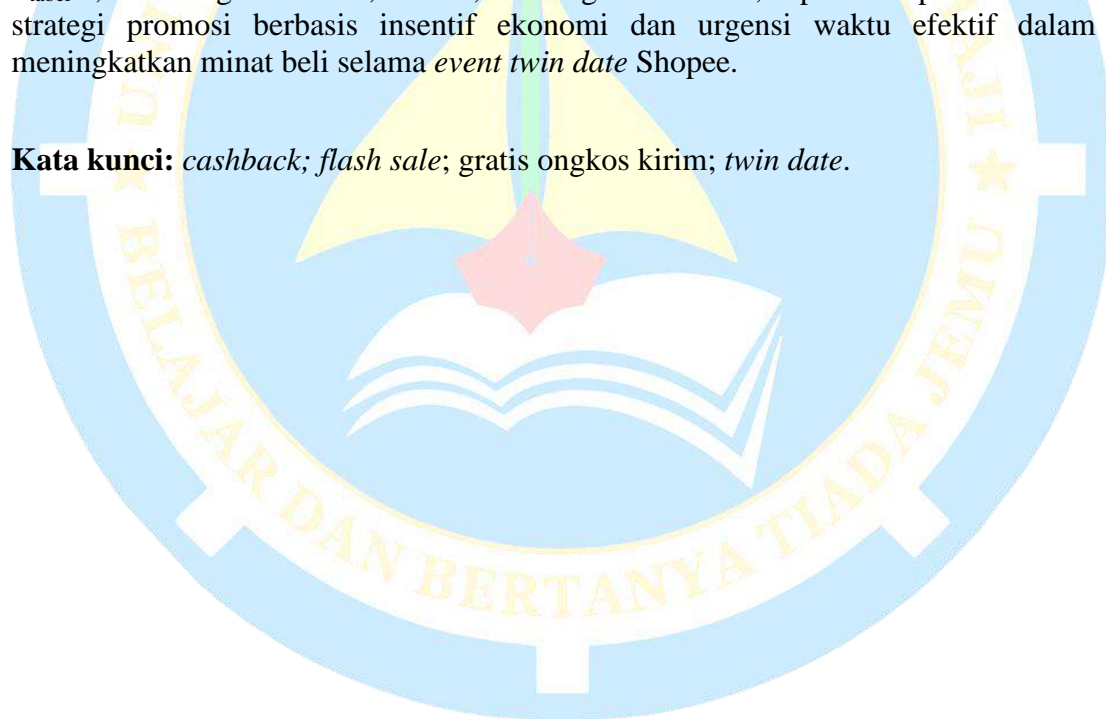


ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *cashback*, *flash sale*, dan gratis ongkos kirim terhadap minat beli mahasiswa FEBM UMRAH selama *event twin date* Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi mahasiswa aktif FEBM UMRAH yang pernah melakukan pembelian pada *event twin date* Shopee. Sampel sebanyak 94 responden diperoleh melalui teknik *insidental sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan uji regresi linear berganda, uji t, uji F, serta koefisien determinasi menggunakan program SPSS versi 26. Model regresi yang dihasilkan adalah $Y = 4,187 + 0,400X_1 + 0,566X_2 + 0,164X_3 + e$ dengan nilai Adjusted R^2 sebesar 0,633 atau 63,3%. Hasil uji t menunjukkan bahwa *cashback* (X_1) dan *flash sale* (X_2) berpengaruh positif dan signifikan terhadap minat beli, sementara gratis ongkos kirim (X_3) berpengaruh positif namun tidak signifikan. Hasil uji F menunjukkan bahwa ketiga variabel secara simultan berpengaruh signifikan terhadap minat beli, dengan nilai F_{hitung} 54,402 > F_{tabel} 2,71 dan signifikansi $0,001 < 0,05$. Dengan demikian, dapat disimpulkan bahwa strategi promosi berbasis insentif ekonomi dan urgensi waktu efektif dalam meningkatkan minat beli selama *event twin date* Shopee.

Kata kunci: *cashback*; *flash sale*; gratis ongkos kirim; *twin date*.



ABSTRACT

The study aims to examine the influence of cashback, flash sale, and free shipping on the purchase intention of FEBM UMRAH students during Shopee's twin date events. A quantitative approach was used, with the population being active FEBM UMRAH students who made purchases during the twin date events. A total of 94 respondents were selected using incidental sampling. Data were collected through questionnaires and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination with SPSS version 26. The resulting regression model is $Y = 4,187 + 0,400X_1 + 0,566X_2 + 0,164X_3 + e$ with an Adjusted R^2 of 0,633 or 63,3%. The t-test results indicate that cashback (X_1) and flash sale (X_2) have a positive and significant effect on purchase intention, while free shipping (X_3) has a positive but not significant effect. The F-test shows that all three variables simultaneously have a significant effect, with F-value of $54,402 > F_{table} 2,71$ and significance of $0,001 < 0,05$. Thus, it can be concluded that promotion strategies involving economic incentives and urgency effectively increase students' purchase intentions during Shopee's events.

Keywords: *cashback; flash sale; free shipping; purchase intention; twin date.*

