

**HOW WEBSITE QUALITY INFLUENCE IMPULSE PURCHASE  
BEHAVIOR MEDIATING BY SALES PROMOTION AS SEEN ON  
BEAUTY E-COMMERCE IN INDONESIA  
(Study Case: SOCIOLLA)**

**THESIS**

*Submitted as Partial Requirements for Bachelor Degree in Undergraduate Study  
Program Department of Management in Faculty of Economics of Andalas  
University*



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**ABSTRACT**

As online shopping provides customers the convenience to shop anywhere at any time, nowadays it is common to choose it as an alternative impulsive channel aside from brick-and-mortar store. As Indonesian consumers' confidence in making online transaction rises, understanding what triggers consumers to act impulsively during online shopping is necessary, as several study found that online and offline shopper's behaviors are different. Along with those fact, this study aims to examine how website quality influence impulse purchase behavior mediating by sales promotion as seen on beauty e-commerce in Indonesia. This study used quantitative approach with online survey technique. This research found that Sales promotion is apparently the number one trigger for online shoppers to buy impulsively and positively moderates the relationship between website quality and impulse buying behavior. Website quality is discovered to have no positive influence on online impulse buying, but it has a positive and significant impact on sales promotion.

**Keywords:** *Website Quality, Sales Promotion, Impulse Purchase Behaviour, Beauty E-Commerce.*

This thesis is already examined and passed on August 2<sup>nd</sup>, 2021. This abstract already approved by supervisor and examiners:

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