



**IMPULSE BUYING BEHAVIOR DURING
COVID-19 PANDEMIC
IN JABODETABEK**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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September, 2023

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In the end, I hope God repays all the goodness you have given to me.,
Hopefully this thesis will be useful for all parties who need it.

Sincerely,

A handwritten signature in black ink, appearing to read 'Hanna Yubelian', with a horizontal line under the name.

Hanna Cherly Yubelian

ABSTRACT

Purpose - Providing deeper knowledge regarding the retail business is the research's purpose. This research aims to find out the relation of fear, shopping convenience, resource availability, social media, and Covid-19 burnout with impulse buying in Jabodetabek's people during Covid-19 pandemic.

Design/Method – This research uses quantitative methods to collect the data. The population of this research is people in Jabodetabek who made impulse buying during the Covid-19 pandemic. Convenience sampling is the sampling design in this research. By using an online questionnaire from Google Form, 260 respondents were obtained. The data analysis used is the Multiple Linear Regression model and processed with SPSS 26 as statistical software.

Findings – The result shows that fear, social media, and Covid-19 burnout has an influence on impulse buying during Covid-19 pandemic. Meanwhile, shopping convenience and resource availability do not influence impulse buying during Covid-19 pandemic.

Originality – Factors related to impulse buying among the people of Jabodetabek during the Covid-19 pandemic are discussed in this research, which has not been widely researched before.

Keywords – Impulse Buying, Fear, Shopping Convenience, Resource Availability, Social Media, Covid-19 Burnout.

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