

ABSTRAK

Masifnya perkembangan teknologi turut serta membawa persaingan yang ketat di antara perusahaan *e-commerce*, sehingga *e-commerce* saat ini banyak melakukan inovasi strategi agar dapat tetap *exist* dan dapat menarik banyak konsumen. *Scarcity marketing* menjadi salah satu strategi yang sering dimanfaatkan pemasar untuk mempertahankan dan meningkatkan konsumen mereka, yaitu dengan menerapkan *limited-time* dan *limited-quantity* pada produk yang dijual. Shopee merupakan salah satu *e-commerce* dengan penggunaan paling banyak di Indonesia yang juga menerapkan *limited-time* dan *limited-quantity scarcity marketing*. Penelitian ini memiliki tujuan untuk mengetahui pengaruh *limited-time* dan *limited-quantity scarcity marketing* terhadap tingkat *purchase intention* pengguna Shopee. Teori yang digunakan adalah reaktansi psikologi dan *Extended Parallarel Process Model* (EPPM). Penelitian ini menggunakan pendekatan kuantitatif. Melalui hasil penelitian diperoleh data nilai R square sebesar 0,746 atau 74,6%. Hasil tersebut menunjukkan bahwa *limited-time* dan *limited-quantity scarcity marketing* berpengaruh positif dan signifikan terhadap tingkat *purchase intention* pengguna Shopee.

Kata Kunci: *Scarcity marketing, Limited-time, Limited-quantity, Purchase Intention, Pengguna Shopee.*

ABSTRACT

Massive technological developments have contributed to intense competition among e-commerce companies. Therefore e-commerce is currently carrying out a lot of strategic innovations so that it can continue to exist and can attract many consumers. Scarcity marketing is one of the strategies that many marketers use to maintain and increase their consumers, namely by applying limited time and limited quantity to the products being sold. Shopee is one of the most widely used e-commerce in Indonesia which also implements limited-time and limited-quantity scarcity marketing. Accordingly, this study aims to determine the use of limited-time and limited-quantity scarcity marketing strategies on the level of purchase intention of Shopee users. The theory used is psychological reactance and Extended Parallel Process Model (EPPM), this research uses a quantitative approach. Through the research results, it was obtained that the R square value of 0.746 or 74.6%. These results indicate that scarcity marketing with limited time and limited quantity has a positive and significant effect on the level of purchase intention of Shopee users.

Keywords: *Scarcity marketing, Limited time, Limited quantity, Purchase Intention, Shopee Users.*