

## 1. ABSTRAK

Atika Dwi Noviati, 2023. Analisis Pengaruh Promotion, Web Quality, Electronic Word Of Mouth (E-WOM), Dan Hedonic Shopping Motivation Terhadap Impulsive Buying Pada E-commerce Shopee. Tugas Akhir, Program Studi Sistem Informasi S1, STIKI – MALANG, Pembimbing: Addin Aditya, S.Kom, M.Kom.

Kata kunci: Shopee, Impulsive Buying

Aplikasi Shopee merupakan *platform* belanja teratas di Indonesia pada paruh pertama 2021, sejak Januari hingga pertengahan tahun. Penelitian ini memiliki tujuan untuk mengetahui pengaruh perilaku *impulsive buying* pada pengguna Shopee menggunakan metode Regresi Linier Berganda, dan juga untuk mengetahui faktor yang memiliki pengaruh dominan terhadap perilaku *impulsive buying*. Penelitian ini berfokus pada pengguna aplikasi Shopee pada wilayah Kota Malang. Sampel yang diambil berjumlah 100 orang dengan menggunakan rumus *slovin* dari seluruh penduduk wilayah Kota Malang yang berusia 17 tahun ke atas. Hasil penelitian didapatkan bahwa secara parsial variabel *promotion* dan variabel *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulsive buying*. Variabel *web quality* dan variabel *E-WOM* tidak berpengaruh signifikan secara parsial terhadap *impulsive buying*. Sedangkan secara simultan, variabel *promotion*, *web quality*, *E-WOM*, dan *hedonic shopping motivation* memiliki pengaruh signifikan terhadap *impulsive buying*. Selain itu didapatkan bahwa variabel *Hedonic Shopping Motivation* memiliki pengaruh paling dominan terhadap *impulsive buying*.

## 2. ABSTRACT

Atika Dwi Noviati, 2023. Analysis of the Influence of Promotion, Web Quality, Electronic Word Of Mouth (E-WOM), and Hedonic Shopping Motivation on Impulsive Buying at E-commerce Shopee. Final Project, Study Program Sistem Informasi S1, STIKI – MALANG, Advisor 1 : Addin Aditya, S.Kom, M.Kom.

Keyword : Shopee, Impulsive Buying

The Shopee application is the top shopping platform in Indonesia in the first half of 2021, from January to mid year. This research aims to determine the influence of impulsive buying behavior among Shopee users using Multiple Linear Regression method and to identify the factors that have a dominant influence on impulsive buying behavior. The study focuses on Shopee app users in the Malang City area. A sample of 100 people was taken using the Slovin formula from the entire population of Malang City aged 17 years and above. The result of the study show that partially, the promotion variable and hedonic shopping motivation variable have a positive and significant effect on impulsive buying behavior. However, the web quality variable and E-WOM variable do not have a significant partial effect on impulsive buying. Meanwhile, simultaneously, the promotion, web quality, E-WOM, and hedonic shopping motivation variables have a significant influence on impulsive buying. Additionally, it was found that the Hedonic Shopping Motivation variable has the most dominant influence on impulsive buying behavior.