

ABSTRACT

This study aims to analyze the effect of sales promotion, website quality, e-wom and hedonic shopping motives to impulse buying on e-commerce Shopee.co.od. The variables used in this study are sales promotion, website quality, e-wom and hedonic shopping motives as independent variables, and impulse buying as the dependent variable.

The number of samples used in this study are 113 students in Semarang city who had made impulsive purchase on Shopee.co.id. The sampling method in this study is a non probability sampling method with a purposive sampling technique. The method of data collection is done using a questionnaire. This study uses Multiple Linear Regression Analysis Technique using SPSS analysis tools.

The result of this study indicate that sales promotion, website quality, e-wom and hedonic shopping motives have a positive influence on impulse buying.

Keywords: Sales Promotion, Website Quality, E-WOM, Hedonic Shopping Motives, Impulse Buying