

ABSTRACT

This study aims to analyze peer communication, browsing activities, and urge to buy impulsively online on impulse buying behavior online. the population that being used in this study is people all over Indonesia. The number of samples used in this study were 200 respondent with the data collection method carried out through questionnaire. the analysis technique used in this research is Structural Equation Modeling (SEM) with AMOS 24.0 as analysis tools.

The result of this study showed that social bridging and social bonding has a positive effect on peer communication. Utilitarian value and hedonic value has a positive effect on browsing activities. Peer communication and browsing activities both has a positive effect on urge to buy impulsively online. Urge to buy impulsively online has a positive effect on impulse buying behavior online.

Keywords : E-Commerce, E-Marketplace, Marketing Startegies, Consumer External Factors, Social Bridging, Social Bonding, Peer Communication, Utilitarian Value, Hedonic Value, Browsing Activities, Urge to Buy Impulsively Online, Impulse Buying Behavior Online.