ABSTRACT

The development of technology and internet has become a tool or media that is used for various purposes. Growing consumer behavior that wants convenience in all things causes the emergence of business people who provide online shopping. Shopee is one of the online shopping who are being depressed by the many new competitors. The purpose of this study was to examine the influence of promotion, service quality, hedonic shopping motivation, and shopping lifestyle on impulsive buying in Shopee e-Commerce consumers.

The data used in this study are primary data, which is done by distributing questionnaires to 100 respondents. Data analysis technique used is to test the validity, reliability test, the classic assumption test, multiple linear regression analysis, F test, and test the coefficient of determination (R2).

This study proves that simultaneous promotion variables, service quality, hedonic shopping motivation, and shopping lifestyle affect impulsive buying. Partially all promotional independent variables, service quality, hedonic shopping motivation, and shopping lifestyle affect impulsive buying. The study also found that the adjusted R square value of the four independent variables is 0.807, which means the amount of the independent variable to the dependent variable is 80.7%

Keywords: promotion, service quality, hedonic shopping motivation, and shopping lifestyle, Impulsive buying and Online Shopping

Bibliography (1986-2017)