

**PENGARUH *E-WORD OF MOUTH*, *SALES PROMOTION*
DAN *HEDONIC SHOPPING MOTIVATION* TERHADAP
IMPULSE BUYING PADA APLIKASI ZALORA**

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ABSTRACT

This study aims to determine the effect of electronic word of mouth, sales promotion and hedonic shopping motivation on impulse buying. The population in this study used a non-probability sampling technique, namely purposive sampling, instrument testing using validity, reliability and classical assumption tests. While the method used in the research technique of Multiple Linear Regression Analysis. The results show that sales promotion, Electronic word of mouth and Hedonic shopping motivation simultaneously have a significant effect on impulse buying. Sales promotion and hedonic shopping motivation partially have a significant effect on impulse buying. While electronic word of mouth partially does not have a significant effect on impulse buying

Keywords : *electronic word of mouth, sales promotion, hedonic shopping motivation, impulse buying*