

ABSTRAK

Eko Putra Pambagyo. Pengaruh *Electronic Word Of Mouth* Dan *Hedonic Shopping Value* terhadap *Impulse Buying* pada *Online Shop* (Studi Kasus Pada Mahasiswa/i Reguler Universitas Esa Unggul Angkatan 2012-2015). Dibimbing oleh Ari Anggarani W. P. T.

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word Of Mouth* dan *Hedonic Shopping Value* terhadap *Impulse Buying* pada *Online Shop*. Populasi dalam penelitian ini adalah seluruh Mahasiswa/i Reguler Universitas Esa Unggul angkatan 2012-2015 yang berjumlah 5.211 mahasiswa. Dengan menerapkan metode Slovin maka diperoleh sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Convenience Sampling*. Data diperoleh dengan menggunakan kuesioner dan dianalisis dengan menggunakan Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa *Electronic Word Of Mouth* tidak berpengaruh secara sendiri terhadap *Impulse Buying*, *Hedonic Shopping Value* berpengaruh signifikan secara sendiri terhadap *Impulse Buying*, *Electronic Word Of Mouth* dan *Hedonic Shopping Value* berpengaruh signifikan secara bersama-sama terhadap *Impulse Buying*.

Kata Kunci: *Electronic Word Of Mouth, Hedonic Shopping Value, Impulse Buying*

ABSTRACT

Eko Putra Pambagyo. *The Effect of Electronic Word Of Mouth And Hedonic Shopping Value on Impulse Buying at the Online Shop (Case study on Esa Unggul University Students Regular Force from 2012 to 2015)*. Supervised by Ari Anggarani W. P. T.

This study aimed to analyze the influence of Electronic Word Of Mouth and Hedonic Shopping Value on Impulse Buying at the Online Shop. The population in this study were all students Regular Esa Unggul University 2012-2015 forces totaling 5,211 students. By applying the method Slovin the obtained sample of 100 respondents. Convenience Sampling using sampling. The data were obtained using a questionnaire and analyzed using multiple linear regression.

The results showed that the Electronic Word Of Mouth has no effect by itself on Impulse Buying, Hedonic Shopping Value individually significant effect on Impulse Buying, Electronic Word Of Mouth and Hedonic Shopping Value significant effect together against Impulse Buying.

Keywords: *Electronic Word Of Mouth, Hedonic Shopping Value, Impulse Buying*