

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Gratification Seeking*, *Idea Shopping*, *Value Shopping*, dan *Role Play* terhadap Pembelian Kompulsif mahasiswa Trisakti School of Management. Penelitian ini dilakukan terhadap 136 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah analisis regresi linier berganda dengan alat bantu software statistic SPSS versi 23. Hasil penelitian ini menunjukkan bahwa secara uji *Gratification Seeking* dan *Idea Shopping* berpengaruh signifikan terhadap Pembelian Kompulsif. *Value Shopping* dan *Role Play* tidak berpengaruh signifikan Pembelian Kompulsif mahasiswa Trisakti School of Management.

Kata Kunci : *Gratification Seeking*, *Idea Shopping*, *Value Shopping*, *Role Play*, Pembelian Kompulsif, Mahasiswa Trisakti School of Management.



ABSTRACT

The research aims to identify the influence of Gratification Seeking, Idea Shopping, Value Shopping, and Role Play on Compulsive Buying for student at Trisakti School of Management. This research was conducted with 136 respondents by using quantitative approach. Analysis of data used is multiple linear regression analysis with tools aids statistical software SPSS version 23. The results of this study indicate that the Gratification Seeking and Idea Shopping have been significantly influence on Compulsive Buying. Value Shopping and Role Play have no significant effect of Trisakti School of Management's student Compulsive Buying for student at Trisakti School of Management.

Keyword: Gratifications Seeking, Idea Shopping, Value Shopping, Role Play, Compulsive Buying, Student at Trisakti School of Management

