

ABSTRACT

This study aims to examine and analyze the influence of website quality, electronic word of mouth (e-wom) and new product knowledge together to consumer decisions to do impulsive buying on Tokopedia. The question in this research is quantitative descriptive approach. The population in this study were students of Mercu Buana University with a sample of 400 respondents who had carried out unplanned online shopping transactions on Tokopedia and asked for help through questionnaires. Sampling was done using purposive sampling method. Analysis data using testing instrument, classical assumption test, descriptive statistical analysis, consideration coefficient analysis, coefficient of determination analysis (R^2) and hypothesis testing. Based on the analyze results of site quality factors positive and significant effect on impulsive buying on Tokopedia. Electronic word of mouth (e-wom) factor has a positive and significant effect on impulsive purchases on Tokopedia. New products knowledge is positive and significant factor in impulsive buying on Tokopedia. Website quality factor, electronic word of mouth (e-wom) and new product knowledge simultaneously have a positive and significant effect on Impulse buying on Tokopedia. Shared donations of website quality, word of mouth (e-wom) and knowledge of new products on Impulsive buying at Tokopedia are lower than other variables that are not studied.

Keywords: impulsive buying, website quality, electronic word of mouth, new product knowledge

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ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh *website quality*, *electronic word of mouth* (e-wom) dan *new product knowledge* bersama-sama terhadap keputusan konsumen melakukan *impulsive buying* di Tokopedia. Pendekatan dalam penelitian ini adalah pendekatan deskriptif kuantitatif. Populasi dalam penelitian ini yaitu mahasiswa Universitas Mercu Buana dengan jumlah sampel 400 responden yang pernah melakukan transaksi belanja *online* secara tidak terencana di Tokopedia dan diminta pendapatnya melalui kuesioner. Pengambilan *sample* dilakukan dengan metode *purposive sampling*. Analisis data menggunakan pengujian instrumen, uji asumsi klasik, analisis statistik deskriptif, analisis koefisien korelasi, analisis koefisien determinasi (R^2) dan uji hipotesis. Berdasarkan hasil analisis faktor *website quality* berpengaruh positif dan signifikan terhadap *impulse buying* di Tokopedia. Faktor *electronic word of mouth* (e-wom) berpengaruh positif dan signifikan terhadap *impulsive buying* di Tokopedia. Faktor *new product knowledge* berpengaruh positif dan signifikan terhadap *impulsive buying* di Tokopedia. Faktor *website quality*, *electronic word of mouth* (e-wom) dan *new product knowledge* secara simultan berpengaruh positif dan signifikan terhadap *Impulsive buying* di Tokopedia. Sumbangan bersama faktor *website quality*, *electronic word of mouth* (e-wom) dan *new product knowledge* pada *Impulsive buying* di Tokopedia adalah lebih rendah dibandingkan dengan variabel lain yang tidak diteliti.

Kata Kunci: *impulsive buying*, *website quality*, *electronic word of mouth*, *new product knowledge*

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