

## ABSTRAK

Penelitian ini “*Pengaruh E-WOM, Promosi dan Gaya Hidup Terhadap Impulse Buying Pada Marketplace Shopee*” Perkembangan modernisasi membuat pengaruh daya beli dan kebutuhan berubah, sehingga pengaruh keputusan dalam pembelian oleh konsumen ikut berubah. Penelitian ini bertujuan guna mengetahui dampak pengaruh *E-WOM (electronic word of mouth)*, promosi dan gaya hidup terhadap Impulse Buying pada Marketplace Shopee. Data dalam penelitian ini diperoleh dengan kuesioner dengan menggunakan Teknik Rumus Slovin. Adapun jumlah sampel yang digunakan sebanyak 100 mahasiswa/I yang aktif pada Fakultas Ekonomi Manajemen Universitas Muhammadiyah Semarang. Adapun pendekatan untuk penelitian ini ini menggunakan data kuantitatif dengan bantuan Software SmartPLS.3. Adapun hasil penelitian menunjukkan bahwa *E-WOM (Electronic Word of Mouth)* berpengaruh positif dan signifikan terhadap perilaku pembelian *impulse buying* pada marketplace Shopee, Dan hasil penelitian selanjutnya menunjukkan bahwa Promosi juga berpengaruh positif dan signifikan terhadap perilaku pembelian *impulse buying* pada marketplace Shopee, Adapun hasil penelitian Gaya Hidup menunjukkan bahwa Gaya Hidup berpengaruh negatif dan tidak signifikan terhadap perilaku pembelian *impulse buying* pada marketplace Shopee.

**Kata Kunci :** *E-WOM (Electronic Word of Mouth), Promosi, Gaya Hidup, Impulse Buying*

## **ABSTRACT**

*This research "The Influence of E-WOM, Promotions and Lifestyle on Impulse Buying on the Shopee Marketplace" The development of modernization makes the influence of purchasing power and needs change, so that the influence of purchasing decisions by consumers also changes. This research aims to determine the impact of E-WOM (electronic word of mouth), promotions and lifestyle on Impulse Buying on the Shopee Marketplace. The data in this research was obtained by questionnaire using the Slovin Formula Technique. The number of samples used was 100 students who were active at the Faculty of Economics and Management, Muhammadiyah University, Semarang. The approach for this research uses quantitative data with the help of SmartPLS Software.<sup>3</sup>*

*The research results show that E-WOM (Electronic Word of Mouth) has a positive and significant effect on impulse buying behavior on the Shopee marketplace. And further research results show that Promotion also has a positive and significant effect on impulse buying behavior on the Shopee marketplace. Lifestyle research shows that lifestyle has a negative and insignificant effect on impulse buying behavior on the Shopee marketplace.*

**Keywords:** *E-WOM (Electronic Word of Mouth), Promotion, Lifestyle, Impulse Buying*