

ABSTRAK

Ceisar Octaviani Efendi Nasution, Nim 7183210025. “Pengaruh *Electronic Word Of Mouth* (E-Wom), Dan *Shopping Lifestyle* Terhadap *Impulse Buying* Konsumen Shopee (Studi Pada Mahasiswa Di Kecamatan Medan Perjuangan).”

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* dan *Shopping Lifestyle* terhadap *Impulse Buying* Konsumen Shopee Mahasiswa di Kecamatan Medan Perjuangan. Populasi dalam penelitian ini adalah Konsumen yang pernah melakukan transaksi minimal satu kali aplikasi Shopee. Sampel dalam penelitian ini sebanyak 150 responden mahasiswa yang diambil dengan teknik *Simple Random Sampling* yang dikumpulkan melalui kuesioner. Analisis menggunakan regresi linear berganda. Sedangkan uji hipotesis menggunakan uji T (T test) dan uji F (F test). Hasil penelitian menunjukkan bahwa : 1. Persamaan regresi liner berganda menunjukkan $\hat{Y} = -3,304 + 0.091X_1 + 0.898X_2 + e$. 2. *Electronic Word of Mouth* tidak berpengaruh terhadap *Impulse Buying* Konsumen Shopee Mahasiswa di Kecamatan Medan Perjuangan dengan nilai $t_{hitung} < t_{tabel}$ sebesar 0,691 pada siginifikansi 0,491. 3. *Shopping Lifestyle* berpengaruh terhadap *Impulse Buying* Konsumen Shopee Mahasiswa di Kecamatan Medan Perjuangan dengan nilai $t_{hitung} > t_{tabel}$ sebesar 10,664 pada signifkansi 0,000. 3. Terdapat pengaruh antara *Electronic Word of Mouth* dan *Shopping Lifestyle* terhadap *Impulse Buying* Konsumen Shopee Mahasiswa di Kecamatan Medan Perjuangan dengan nilai F_{table} 67,717 signifkansi 0,000.

Kata Kunci : *Electronic Word of Mouth* , *Shopping Lifestyle* , *Impulse Buying*

ABSTRACT

Ceisar Octaviani Efendi Nasution, Nim 7183210025. "The Effect of Electronic Word of Mouth (E-WOM), and Shopping Lifestyle on Impulse Buying Shopee consumers (Study on Students in Medan Perjuangan District)."

This study aims to determine the effect of Electronic Word of Mouth and Shopping Lifestyle on Student Shopee Consumer Buying Impulse in Medan Perjuangan District. The population in this study is consumers who have made transactions at least once on the Shopee application. The sample in this study was 150 student respondents who was taken using the Simple Random Sampling technique which was collected through a questionnaire. Analysis using multiple linear regression. While testing the hypothesis using the T test (T test) and F test (F test). The results of the research show that: 1. The multiple linear regression equation shows $\hat{Y} = -3.304 + 0.091X_1 + 0.898X_2 + e$. 2. Electronic Word of Mouth had no effect on Student Shopee Consumer Buying Impulse in Medan Perjuangan District with a tcount < ttables of 0.691 at a significance of 0.491. 3. There is an influence between Electronic Word of Mouth and Shopping Lifestyle on Consumer Shopee Student Impulse Buying in Medan Perjuangan District with an F table value of 67.717, a significance of 0.000

Keyword: *Electronic Word of Mouth , Shopping Lifestyle , Impulse Buying*