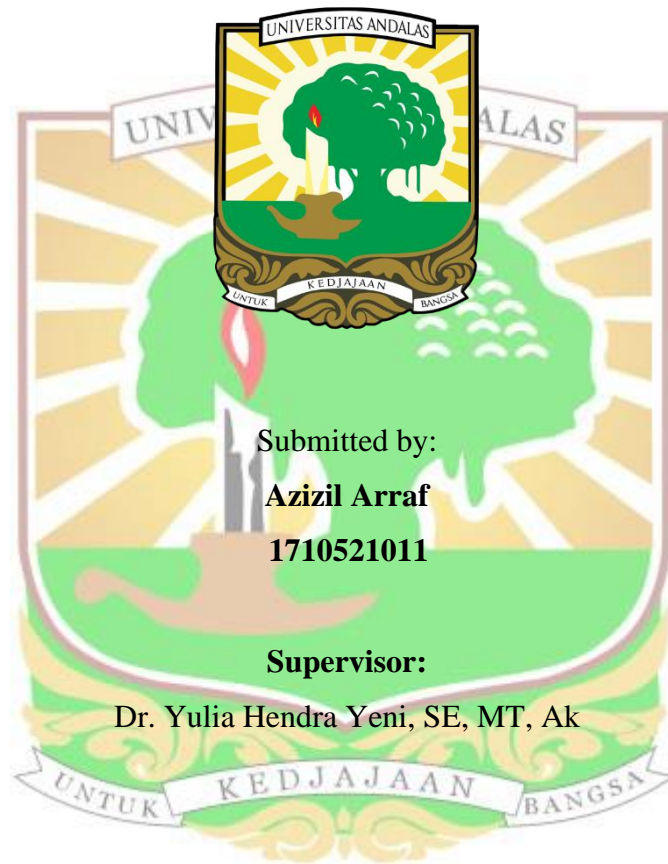


# **THE EFFECT OF E-WOM, PRICE DISCOUNT AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING THROUGH ONLINE MARKET PLACE**

THESIS

Proposed as one of the requirement to achieve the bachelor degree title on S1 Study Program of Management Department in Economic Faculty of Andalas University



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***The Effect Of E-WOM, Price Discount And Hedonic Shopping Motivation On Impulse Buying Through Online Marketplace***

*Bachelor Thesis By: Azizil Arraf*

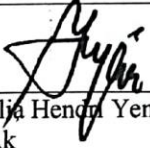


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**ABSTRACT**

The purpose of this study was to analysis the direct effect of Electronic Word of Mount, Price Discount and Hedonic Shopping Motivation on Impulse Buying. The population in this study were users of the online marketplace application. The sample size was 190 respondents using the Bernoulli formula for measuring sample size. Meanwhile, respondents have criteria, including: respondents shopped more than once through online market places and consumers are social media users (purposive sampling). Collecting data using a Google form questionnaire and data analysis methods using Statistical Product and Service Solutions (SPSS) 16. The results show that the Hedonic Shopping Motivation variable has a significant effect on Impulse Buying, the Electronic Word of Mount and Price Discount variables have no significant effect on Impulse Buying

**Keywords :** Electronic Word of Mount (E-WOM), Price Discount , Hedonic Shopping Motivation, Impulse Buying

This thesis already examined and passed on March, 21th 2022. This abstract already approved by supervisor and examiners:

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