

	Alumni's number at University:	Siti Ramadhani	Alumni's number at Faculty: 10.499
	a) Place/Date of birth : Jakarta /March 2nd, 1993 b) Parent's name : Eri Surya, SE and Martalina Salim, SE, MM c) Faculty : Economics d) Major : International Management e) ID Number :1210524020	f) Graduation date : May 28 th ,2016 g) Grade : Cum Laude h) GPA : 3.72 i) Length of study : 3 years 8 months j) Parent's address : Komp. Kehakiman E/14 Kel. Cengkeh, Kec. Lubuk Begalung, Padang, Sumatera Barat	

The Role of e-Store Content, e-Store Design, and e-Store Navigation of Instagram as an Online Shop toward Online Impulse Buying Behavior

*Bachelor Thesis by: Siti Ramadhani
Supervisor: Dr.Vera Pujani, SE, MM. Tech*

Abstract

This research investigated about the role of e-store content, e-store design, and e-store navigation of Instagram as an online shop toward online impulse buying behavior. The data obtained through online questionnaire. The samples were drawn from 160 people who had already bought product impulsively on online shop in Instagram. The data analyzed by using SmartPLS 2.0. In this research there are 7 variables; those are independent variable which are e-store content, e-store design, and e-store navigation; mediating variables which are shopping enjoyment, impulsiveness, and browsing; and the dependent variable which is online impulse buying behavior. The findings indicated that e-store design and e-store navigation can directly influence consumers to online impulse buying behavior while e-store content doesn't have significant impact on online impulse buying behavior.

Keywords: *Online Impulse Buying Behavior, e-Store Content, e-Store Design, e-Store Navigation, Online Shop, Instagram*

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Signature			
Name	Dr.Vera Pujani, SE, MM. Tech	Dr. Syafrizal, SE, ME	Dr. Sari Lenggogeni, SE, MM

Acknowledged:
Head of Management Department

Dr.Vera Pujani, SE, MM. Tech
NIP. 19661115 200003 2 001

Signature

Alumnus has already registered at faculty/university and gets alumnus's number:

	Staff of Faculty/University	
Alumni's number at Faculty :	Name	Signature
Alumni's number at University :	Name	Signature