

ABSTRAK

PENGARUH *DISPLAY* PRODUK, *ELECTRONIC WORD OF MOUTH* (E-WOM) DAN *DIGITAL PAYMENT* TERHADAP *IMPULSE BUYING* PRODUK *FASHION* (Survei Pada Konsumen Shopee Di Bandar Lampung)

Oleh

ADE HERLINA

Studi ini bertujuan untuk mengetahui besarnya pengaruh *Display* Produk, *Electronic Word Of Mouth* dan *Digital Payment* Terhadap *Impulse Buying* Produk *Fashion* Pada Konsumen Shopee di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi yang digunakan adalah pengguna aplikasi Shopee di Bandar Lampung. Teknik pengambilan sampel menggunakan teknik *Purposive Sampling* dengan sampel sebanyak 100 responden. Pengumpulan data dilakukan dengan penyebaran kuesioner *online* dan dianalisis menggunakan analisis regresi linear berganda dengan bantuan aplikasi SPSS 23. Berdasarkan hasil analisis data menunjukkan bahwa secara parsial *Display* Produk, *Electronic Word Of Mouth* dan *Digital Payment* berpengaruh signifikan terhadap *Impulse Buying* Produk *Fashion*. Selain itu secara simultan *Display* Produk, *Electronic Word Of Mouth* dan *Digital Payment* berpengaruh signifikan terhadap *Impulse Buying* Produk *Fashion*.

Kata Kunci: *Display Produk, Electronic Word Of Mouth, Digital Payment, Impulse Buying Produk Fashion*

ABSTRACT

THE INFLUENCE OF PRODUCT DISPLAY, ELECTRONIC WORD OF MOUTH (E-WOM) AND DIGITAL PAYMENT ON IMPULSE BUYING OF FASHION PRODUCTS (Survey On Shopee Consumers In Bandar Lampung)

By

ADE HERLINA

This study aims to determine the effect of Product Display, Electronic Word Of Mouth and Digital Payment have on Impulse Buying Fashion Products at Shopee Consumers in Bandar Lampung City. This study uses a quantitative approach with an associative research type. The population used is Shopee application users in Bandar Lampung. The sampling technique used Purposive Sampling technique with a sample of 100 respondents. The data was collected by distributing online questionnaires and analyzed using multiple linear regression analysis with the help of the SPSS 23 application. Based on the results of data analysis, it shows that partially Product Display, Electronic Word Of Mouth and Digital Payment have a significant effect on Impulse Buying Fashion Products. Besides that simultaneously Product Display, Electronic Word Of Mouth, and Digital Payment have a significant effect on Impulse Buying Fashion Products.

Keywords: Product Display, Electronic Word Of Mouth, Digital Payment, Impulse Buying Fashion Product