

## **ABSTRACT**

### ***Assesment About Motivation Hedonic and Utilitarian In a Online Purchasing Behavior***

***(Studies in Students In Bandar Lampung Who Conducting Online Purchasing)***

***By***

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*This research aimed to investigate on hedonic motivation and utilitarian motivation in online purchasing at the students in Bandar Lampung. The purpose of this study is to describe hedonic motivation and utilitarian motivation in online purchasing of the students in Bandar Lampung. This research was descriptive research that conducted in order to describe the situation objective. The samples o the research were 100 respondents. The data were analyzed by using descriptive analysis. The results of this research pointed at the variable of hedonic motivation as the most experienced by respondents were indicator of online purchasing give me the idea about trand,newest mode, mean while, the most influenced utilitarian motivation showed that indicator of I eel the benefit when I am having online shopping and indicator of when I am having online shopping, I will plan what stuff look for first.*

***Keywords:*** *hedonic motivation, utilitarian motivation, online purchasing.*