

## ABSTRACT

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### **AN EMPIRICAL STUDY OF SITUATIONAL FACTORS AFFECTING THE ONLINE IMPULSIVE BUYING BEHAVIOUR: MODERATED BY HEDONIC SHOPPING VALUES**

(XVI, 263 pages, 35 figures, 47 tables and 5 appendices)

E-commerce instantly becomes an essential part of commercial transactions nowadays, making many people entering the world of e-commerce in order to maximize their sales or to start new businesses. This research is conducted to comprehend the ongoing phenomenon of the decline in Shopee's traffic of local and international foreign shopping sites in Indonesia. The purpose of this research is to construct on the application of the theory of emotions to explore the intervariable relationship between scarcity and serendipity information moderated by social shopping, adventure shopping, value shopping, relaxation shopping, idea shopping and their influence towards online impulsive buying. Within this study, the independent variables are scarcity and serendipity information. The moderating variables are social shopping, adventure shopping, value shopping, relaxation shopping and idea shopping while the dependent variable of this research is online impulse buying behavior. This research uses a quantitative method and uses non-probability sampling method namely, purposive sampling as the data collection techniques by distributing online questionnaires. There are 50 samples taken for the preliminary testing and 330 samples taken for the actual test with the criteria of having made transactions at Shopee in the last three months. The data obtained in the preliminary study are tested by the reliability and validity testing. The data obtained for the actual test are tested by the reliability, validity and the classic assumption testing. Furthermore, the data are analyzed using Structural Equation Modeling (SEM) to test the each of the hypothesis and making the conclusions. Hence, the result is all the eight hypotheses supported while four other hypotheses are not supported. This study provides theoretical implications, managerial implications and also, recommendations for future research.

**Keywords:** *scarcity, serendipity information, hedonic shopping values, social shopping, adventure shopping, value shopping, relaxation shopping, idea shopping, online impulse buying behaviour*

**References:** 354 (2000-2020)