

ABSTRACT

Yuliana (02619230018)

Analysis of the Influence of Online Comments, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit on Impulsive Buying Behavior through Perceive Trust and Perceive Value among Shopee application users in Surabaya
(ix+151 pages;45 tables;4 figure; 34 appendics)

The research conducted will examine variables related to impulsive buying behavior, including Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit, Perceived Trust, Perceived Value. Some of the previous studies used will be replicated or compiled to examine these variables. This study aims to determine the relationship between the variables Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit to Perceived Trust; Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit on Perceived Value; Perceived Trust and Perceived Value towards Impulsive Buying Behaviour. The data used was from the primary data from the questionnaire results with a total of 100 respondents. The data were processed using SPSS 23.0 with multiple regression analysis testing. The test results showed that Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit had a significant effect on Perceived Trust. Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit have a significant effect on Perceived Value, Perceived Trust and Perceived Value on Impulsive Buying Behaviour.

Keywords: Online Comment, Logistics Service Quality, Promotion Incentive Information, Promotion Time Limit, Perceived Trust, Perceived Value, Impulsive Buying Behaviour

References: 85 (1998-2023)

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