

## ABSTRAK

Nama : Mirna  
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Judul : Pengaruh *Variety Of Selection*, *Price Attribute*, dan *Sensory Attribute* Terhadap *E- Impulse Buying* Pada Produk Berrybenka (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Univeristas Malikussaleh)

Penelitian ini bertujuan untuk menganalisis Pengaruh *Variety Of Selection*, *Price Attribute*, dan *Sensory Attribute* Terhadap *E- Impulse Buying* Pada Produk Berrybenka (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Univeristas Malikussaleh). Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 97 Mahasiswa Fakultas Ekonomi dan Bisnis Univeristas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa secara parsial *variety of selection* berpengaruh positif dan signifikan terhadap *E-impulse buying* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Secara Parsial *price attribute* berpengaruh positif dan signifikan terhadap *E-impulse buying* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Secara Parsial *sensory attribute* berpengaruh positif dan signifikan terhadap *E-impulse buying* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Secara simultan *variety of selection*, *price attribute* dan *sensory attribute* berpengaruh positif dan signifikan terhadap *E-impulse buying* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Keyword: *Variety Of Selection*, *Price Attribute*, *Sensory Attribute*, *E-Impulse Buying*

## **ABSTRACT**

Name : Mirna  
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Judul : *The Influence of Variety of Selection, Price Attribute, and Sensory Attribute on E-Impulse Buying for Berrybenka Products (A Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)*

*This study aims to analyze the Influence of Variety of Selection, Price Attribute, and Sensory Attribute on E-Impulse Buying for Berrybenka Products (A Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh). Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The respondents in this study were 97 students from the Faculty of Economics and Business, Universitas Malikussaleh. This research used a quantitative approach with multiple linear regression analysis using the SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that partially, Variety of Selection has a positive and significant influence on E-Impulse Buying among students of the Faculty of Economics and Business, Universitas Malikussaleh. Partially, Price Attribute has a positive and significant influence on E-Impulse Buying among students of the Faculty of Economics and Business, Universitas Malikussaleh. Partially, Sensory Attribute has a positive and significant influence on E-Impulse Buying among students of the Faculty of Economics and Business, Universitas Malikussaleh. Simultaneously, Variety of Selection, Price Attribute, and Sensory Attribute have a positive and significant influence on E-Impulse Buying among students of the Faculty of Economics and Business, Universitas Malikussaleh.*

**Keywords:** *Variety of Selection, Price Attribute, Sensory Attribute, E-Impulse Buying*