

ABSTRAK

Nama : Syahrul Hidayat
Program Studi : Manajemen
Judul Skripsi : Pengaruh Fitur *Live Shopee* dan *Information Quality* Terhadap *Online Impulsif Buying* Pada Produk *Fashion* (Studi Kasus Pada Mahasiswa Pelanggan *E-Commerce* Shopee Di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh)

Penelitian ini bertujuan untuk menganalisis pengaruh fitur *live* Shopee dan *information quality* terhadap *online impulsif buying* pada produk *fashion*, dengan studi kasus pada mahasiswa pelanggan *e-commerce* Shopee di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Jenis penelitian ini menggunakan jenis penelitian kuantitatif dengan teknik pengambilan sampel menggunakan *purposive sampling*. Sampel dalam penelitian ini adalah 108 responden yang merupakan mahasiswa pelanggan *e-commerce* Shopee di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Pengumpulan data penelitian ini menggunakan data primer dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis deskriptif, regresi linier berganda, uji asumsi klasik, uji validitas dan reliabilitas, pengujian hipotesis dan koefisien determinan dengan menggunakan program SPSS v 26.0. Hasil penelitian menunjukkan bahwa fitur *live* Shopee dan *information quality* secara signifikan memengaruhi *online impulsif buying* pada produk *fashion* di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Fitur *live* Shopee memiliki pengaruh terbesar. Diliat dari nilai *Adjusted R Square* sebesar 0,473 mengindikasikan 47,3% variasi *online impulsif buying* dijelaskan oleh variabel independent dan 52,7 di pengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Fitur *live* Shopee, *Information Quality*, *Online Impulsif Buying*

ABSTRACT

Name : Syahrul Hidayat
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Thesis Title : *The Effect of Shopee Live Features and Information Quality on Online Impulsive Buying on Fashion Products (Case Study on Student as E-Commerce Customer Shopee at the Faculty of Economics and Business, Malikussaleh University)*

This study aims to analyze the influence of Shopee live features and information quality on online impulsive buying on fashion products, with a case study on student as e-commerce customer Shopee at the Faculty of Economics and Business, Malikussaleh University. This type of research is using a type of quantitative research with purposive sampling. The sample in this study is 108 respondents who were student as e-commerce customer Shopee at the Faculty of Economics and Business, Malikussaleh University. This research data collection uses primary data collected through questionnaires and analyzed using descriptive analysis, multiple linear regression, classical assumption test, validity and reliability tests, hypothesis testing and coefficient of determination using the SPSS v 26.0 program. The results showed that the Shopee live features and information quality significantly influenced online impulsive buying on fashion products at the Faculty of Economics and Business Malikussaleh University. The live Shopee features has the greatest influence. Judging from the Adjusted R Square value of 0.473 it indicates that 47.3% of the online impulsif buying variation is explained by an independent variable and 52.7 is influenced by other variables that were not examined in this study.

Keywords: *Shopee live feature, Information Quality, Online Impulsif Buying*