

ABSTRACT

This study aims to analyze the Quality of Website, Electronic Word-of Mouth, and Sales Promotion of Impulsive Purchases at Shopee. The subjects of this study are consumers who have made online purchases at Shopee. In this study, sample of 100 respondents were selected using purposive sampling and nonprobability sampling method. The data analysis tool used is Multiple Linear Regression. Based on the analysis that has been done obtained the results that the quality of websites, electronic word-of-mouth, and sales promotion have a significant positive effect on impulsive purchases partially or together.

Keywords: Website Quality, Electronic Word-of Mouth, Sales Promotion, and Impulsive Purchase

