

*Faculty of Economic
Department of Management
Odd Semester 2019/2020*

**BATAM CONSUMER IMPULSIF BEHAVIOR OF FASHION
PRODUCT IN E-COMMERCE**

**Joswendo
NPM: 1641187**

ABSTRACT

The research objective was to study the impulsive behavior of consumers in Batam towards fashion products in e-commerce. This study uses the impulsiveness variable as an independent variable, the Hedonic Shopping Value and the Utilitarian Shopping Value as the intervening variable to the Urge to buy Impulsively variable as the dependent variable.

There were 394 respondents as samples to be used in this study which were obtained from residents of Batam in the selection of a purposive sampling method. The research data collected were processed using the Partial Least Square (PLS) program.

The results of this study explain that shopping for fashion products in e-commerce. Impulsiveness variables significantly influence hedonic shopping value and utilitarian shopping value as intervening which also significantly influence urge to buy impulsively. Moderating on the serendipity variable has a significant effect on both shopping value and a significant effect on urge to buy impulsively but does not apply to moderating serendipity variable.

Keywords : *Impulsiveness, Hedonic Shopping Value, Utilitarian Shopping Value, Urge to Buy Impulsively*