

ABSTRACT

This research is based by internet development on this era of globalization, which it shore up what people needs. Today, the world wide web technology successfully used for help people works to market the products. Many corporate, either big or small using the internet technology to increase their selling and gain profit. From now, relationship between the manufacturer to the costumer had no barrier any longer. The connection between consumers and producers no longer limited by space, time and distances. The developed of internet technology creating the situation of competition in many producers increasingly stringent. It happens not only in Indonesia but also globally. The consumers behavior in Indonesia was very unique. Most of them spend their money online and do the impulse buying while shopping.

This study using student from Faculty of Economics and Business who ever made a purchase online as sample. The purpose of this study is to verify the influence of service quality, promotion, and hedonic shopping motives which affecting the impulse buying on online purchasing. Data were taken from 100 respondents which taken by purposive sampling, in order to determine the response of respondents to each variables.

Based on the analysis of multiple linear regression, $Y = 0,296X_1 + 0,343X_2 + 0,244X_3$, known that the promotion variable (0,343) has the most impact on dependent variable, and followed by quality service variable (0,296) and variable hedonic shopping motives (0,244). T-test result prove all of the independent variables (quality services, promotion and hedonic shopping motives) has positive effect on the dependent variable (impulse buying on online purchasing). Coefficient determination or Adjusted R^2 obtain 0,596. This means 59,6% impulse buying variable can be explained by quality of service variable, promotion variable and hedonic shopping motives variable, while the remaining value its 40,4% depend by the variables that not described in this study.

Keywords: *Quality of Service, Promotion, Hedonic Shopping Motives, and Impulse Buying*