

## ABSTRACT

This research is motivated by the emergence of technology that plays an important role for human life, especially the Internet. Internet users are increasing from year to year, and internet is also used to trade that is called e-commerce. Development of e-commerce applications causes many online stores to do research to find the best step to get customers. To get its success, the company needs to learn the unique character of the consumer, this is called unplanned purchases (dominated by unplanned behavior). This study aimed to determine the effect of online store beliefs toward impulse buying on consumers at Elevenia.

Online store beliefs are online transactions that have certainty and asymmetric information. As a result, there is a need for mutual trust between buyer and seller (Suhari in Gefen et al, 2011).

After conducting a literature review, and preparation of hypotheses, data were collected through questionnaires distributed to 100 respondents for fanpages Elevenia follower on twitter and facebook by using purposive sampling method.

Analysis was performed with data processing using SPSS 20 for windows, then performed the data analysis by using validity, reliability, classic assumption test, multiple regression analysis, and hypothesis testing using f and t test in order to get the equation:  $Y = 1,263 + 0,042X_1 + 0,512X_2$ .

The research found that the online store variable beliefs consisting of Functional Convenience beliefs variable and representation delight variable influence simultaneously with a significance value of 0.000, while in partial Functional Convenience beliefs have no effect because it has a significance value of 0.728 and variables representational delight have effect with significance values of 0.000. The magnitude of the coefficient of determination R<sup>2</sup> of the two variables was 46.1%, while the remaining 53.9% is influenced by other factors which were not examined in this study.

**Keywords:** Online Store Beliefs, Impulse Buying, Elevenia