

ABSTRACT

This research is based on problems related to utilitarian browsing and hedonic browsing on e-commerce Blibli.com. Based on the pre-survey results, there were negative comments on both variables which led to a decrease in consumer e-impulse buying of products in e-commerce Blibli.com. This research aims to find out the influence of Utilitarian Browsing and Hedonic Browsing on E-Impulse Buying of e-commerce users Blibli.com in Indonesia.

This research uses this type of explanatory research with a quantitative approach. The sample used in this study was 400 respondents. The study also used a method of probability sampling with purposive sampling techniques. Data processing is done using descriptive analysis and multiple linear regression analysis

Based on the results of the study from descriptive analysis shows that the Utilitarian Browsing variable (X1) is in the category quite well, the Hedonic Browsing variable (X2) is in the good category, and the E-Impulse Buying (Y) variable is in the category quite well. The results of multiple linear regression analysis can be concluded that Utilitarian Browsing (X1) and Hedonic Browsing (X2) have a significant effect on E-Impulse Buying (Y) Blibli.com in Indonesia both partially and simultaneously. Based on the results of the coefficient analysis of the determination analysis obtained a value of 47.5%. This suggests that the influence of independent variables namely utilitarian browsing and hedonic browsing on dependent variables i.e-impulse buying was 47.5% while the remaining 52.5% was influenced by other factors not studied in this study.

Keyword: Utilitarian Browsing, Hedonic Browsing, E-Impulse Buying