

## ABSTRACT

Currently, technology and knowledge are developing globally, especially in the field of information and technology such as the Internet. The current development of the internet is not only a medium for information and communication, but the internet is able to fulfill people's desires in shopping practically, namely by shopping online. Marketers are competing to trigger Impulsive buying behavior which the Shopee company also uses to use *Electronic Word of Mouth*.

*Hedonic Shopping Value* reflects the value found in shopping activities related to and consumer shopping experiences. Shopping generally involves purchasing only needed materials or products. However, with the large variety of products, consumers currently spend more time choosing materials or products that are not only needed but also desired, which causes sudden purchases without paying attention to the benefits of the goods.

This research aims to simultaneously and partially analyze the influence of *Electronic Word of Mouth* and *Hedonic Shopping Value* on Impulsive Buying. This research uses quantitative research methods, the sample used was 352 respondents with a population of Bandung city residents, data analysis techniques were used with the help of the SPSS version 26 (Statistical Package for the Social Sciences) computer program.

The results of this research show to prove the relationship between cause and effect of several variables, namely *Electronic Word of Mouth* (X1) and *Hedonic Shopping Value* (X2) impulsive purchasing decisions (Y) by 28%. From the *Electronic Word of Mouth* and *Hedonic Shopping Value* variables, positive and significant results were found on impulsive purchasing decisions.

*Keyword: Electronic Word of Mouth, Hedonic Shopping Value, Impulsive purchasing decision*