

## ABSTRAK

**Noor Efi, 1950210056. PENGARUH *HUNGER MARKETING* TERHADAP *PERCAIVED VALUE* UNTUK MENINGKATKAN PERILAKU PEMBELIAN TIDAK TERENCANA (Studi Kasus Ormas Fatayat NU Kab.Kudus)**

Penelitian ini digunakan tujuannya untuk mengetahui tentang *hunger marketing* yang meliputi *anchor characteristic,online comment, logistic service quality, promotion incentive Information dan Promotion Time limit* terhadap *perceived value dan impulsif buying pada live e-commerce*. penelitian ini menggunakan sampel 165 responden. metode penarikannya menggunakan *probability sampling* dengan teknik *Simple Random*. penelitian ini tertuju kepada anggota Fatayat NU Kab.Kkudus yang telah berbelanja online di live di e-commerce. Teknik analisis data menggunakan *Structural Equation Modeling(SEM) 24.0*. dan hasil menunjukkan adanya ketidak pengaruh terhadap *perceived value* yaitu *Online Comment Dan Promotion Incentive Information*. Dengan adanya ini banyak suatu karakteristik dari sebuah informasi di *live e-commerce* yang mempunyai minat tinggi, tetapi peningkatan adanya *Impulsif Buying Behavior* juga menekan angka tinggi.

**Kata Kunci** : *Hunger Merketing, Perceived value, dan Impulsif Buying Behavior*



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*This research is used to find out about hunger marketing which includes anchor characteristics, online comments, logistics service quality, promotion incentive information and promotion time limits on perceived value and impulsive buying in live e-commerce. This study used a sample of 165 respondents. the withdrawal method uses probability sampling with the Simple Random technique. This research is aimed at members of Fatayat NU, Kudus Regency, who have shopped online at e-commerce. Data analysis techniques using Structural Equation Modeling (SEM) 24.0. and the results show that there is no influence on the perceived value, namely the Online Comment And Promotion Incentive Information. With this, there are many characteristics of information in live e-commerce that have high interest, but the increase in impulsive buying behavior also suppresses high numbers.*

**Keywords:** *Hunger Marketing, Perceived value, and Impulsive buying behavior*

