



**I See It, I Want It, I Got It: The Role of Hedonic Shopping Motivation towards Online Impulse Buying in Indonesian University Students**

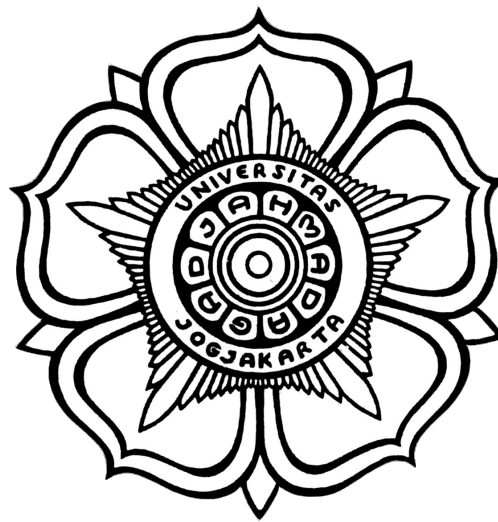
KAIRANIA QALBI, Galang Lufityanto, S.Psi., M.Psi., Ph.D., Psikolog

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS  
GADJAH MADA

**I SEE IT, I WANT IT, I GOT IT: THE ROLE OF HEDONIC SHOPPING  
MOTIVATION TOWARDS ONLINE IMPULSE BUYING IN  
INDONESIAN UNIVERSITY STUDENTS**

**UNDERGRADUATE THESIS**



**KAIRANIA QALBI**

**17/415914/PS/07502**

**UNDERGRADUATE PROGRAM**

**FACULTY OF PSYCHOLOGY**

**UNIVERSITAS GADJAH MADA**

**YOGYAKARTA**

**2021**



UNIVERSITAS  
GADJAH MADA

**I See It, I Want It, I Got It: The Role of Hedonic Shopping Motivation towards Online Impulse Buying in Indonesian University Students**

KAIRANIA QALBI, Galang Lufityanto, S.Psi., M.Psi., Ph.D., Psikolog

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**I SEE IT, I WANT IT, I GOT IT: THE ROLE OF HEDONIC SHOPPING  
MOTIVATION TOWARDS ONLINE IMPULSE BUYING IN  
INDONESIAN UNIVERSITY STUDENTS**

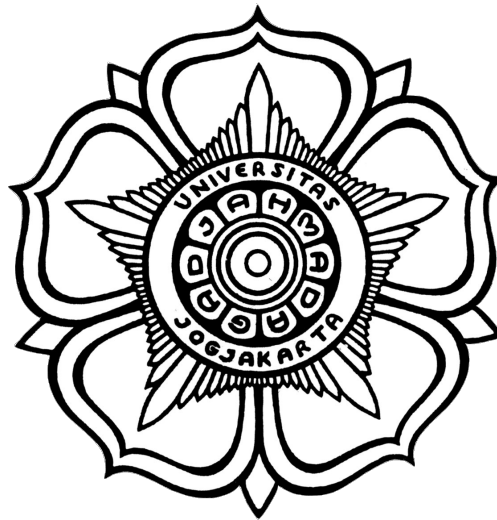
**UNDERGRADUATE THESIS**

Submitted to Faculty of Psychology

Universitas Gadjah Mada

In Partial Fulfillment of Requirements

for the Degree of Bachelor in Psychology



**KAIRANIA QALBI**

**17/415914/PS/07502**

**UNDERGRADUATE PROGRAM  
FACULTY OF PSYCHOLOGY  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA**

**2021**