ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh antara *develop product knowledge* dan *enjoyment* terhadap *ongoing search information,* dan pengaruh *ongoing search information* terhadap *future purchase efficiency, opinion leadership,* dan *impulse buying* pada konsumen di Indonesia.

Sampel yang digunakan pada penelitian ini adalah 254 responden dengan metode pengambilan sampel menggunakan *non probability sampling* yaitu *purposive sampling*. Sampel dalam penelitian ini adalah konsumen di Indonesia yang pernah menonton *video review smartphone* pada situs Youtube. Peneliti mendapatkan responden dengan cara menyebarkan kuesioner melalui jejaring sosial Line, WhatsApp, dan Telegram, kemudian menggunakan Google *form* untuk mengumpulkan hasil penelitian dengan melakukan *screening* terlebih dahulu sehingga didapatkan responden yang memenuhi karakteristik yang dibutuhkan. Penelitian ini menggunakan teknik analisis *structural equation modeling* (SEM) PLS. Hasil penelitian ini yaitu *develop product knowledge* tidak berpengaruh signifikan terhadap *ongoing search information*, *enjoyment* berpengaruh signifikan terhadap *ongoing search information, ongoing search information* berpengaruh signifikan terhadap *future purchase efficiency, ongoing search information* berpengaruh signifikan terhadap *opinion leadership,* dan *ongoing search information* berpengaruh signifikan terhadap *impulse buying* pada konsumen di Indonesia.

Kata kunci: *ongoing search information*, *develop product knowledge*, *enjoyment, future purchase efficiency, opinion leadership, impulse buying*

ABSTRACT

This study aims to determine the influence of develop product knowledge and enjoyment towards ongoing search information, and the influence of ongoing search information towards future purchase efficiency, opinion leadership, and impulse buying customers in Indonesia.

The sample used in this study is 254 respondents based on the sampling method using a non-probability sampling that is purposive sampling. The sample in this study are customers in Indonesia who have been watched smartphone review video on Youtube. Researcher gets respondents by spreading questionnaires via Line, WhatsApp, and Telegram, then Google form to collect the data with screening process to get the respondents with fit characteristic. This study uses the analytical techniques of structural equation modeling (SEM) PLS. The results of this study shows that develop product knowledge is not significantly influence on ongoing search information, enjoyment significantly influence on ongoing search information, ongoing search information significantly influence on future purchase efficiency, ongoing search information significantly influence on opinion leadership, and ongoing search information significantly influence on impulse buying customers in Indonesia.

Keywords: *ongoing search information, develop product knowledge, enjoyment, future purchase efficiency, opinion leadership, impulse buying*