

**THESIS**

**THE INFLUENCE OF HEDONIC MOTIVATION, IMPULSE BUYING  
TENDENCY (AFFECTIVE AND COGNITIVE STATE), EXTERNAL  
VARIABLES AND NORMATIVE EVALUATION ON IMPULSE  
BUYING IN ONLINE CONTEXT WITH IMPULSE BUYING  
TENDENCY (AFFECTIVE AND COGNITIVE STATE) AS  
MEDIATING VARIABLE**



**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION**

**FACULTY OF ECONOMICS AND BUSINESS**

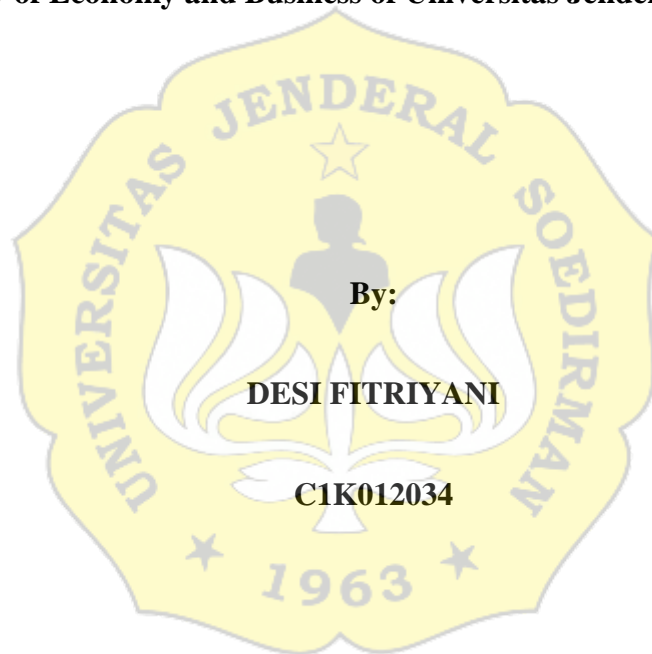
**UNIVERSITAS JENDERAL SOEDIRMAN**

**PURWOKERTO**

**2016**

**THE INFLUENCE OF HEDONIC MOTIVATION, IMPULSE BUYING  
TENDENCY (AFFECTIVE AND COGNITIVE STATE), EXTERNAL  
VARIABLES AND NORMATIVE EVALUATION ON IMPULSE BUYING  
IN ONLINE CONTEXT WITH IMPULSE BUYING TENDENCY  
(AFFECTIVE AND COGNITIVE STATE) AS MEDIATING VARIABLE**

**In order to fulfill some of requirements need to obtain Bachelor Degree from  
Faculty of Economy and Business of Universitas Jenderal Soedirman**



**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS JENDERAL SOEDIRMAN**

**PURWOKERTO**

**2016**