

**THE STUDY OF THE EFFECTS OF DIGITAL DISRUPTION
ON CONSUMER BUYING BEHAVIOR**
(Case of Students of Bakrie University)



UNDERGRADUATE THESIS

As a partial fulfillment of requirement for Undergraduate Degree in
Bakrie University

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2016

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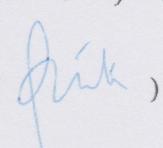
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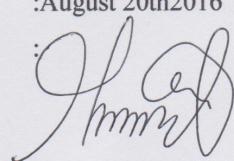
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**THE STUDY OF THE EFFECTS OF DIGITAL DISRUPTION ON
CONSUMER BUYING BEHAVIOR (CASE OF STUDENTS OF BAKRIE
UNIVERSITY)**

Fatikha Rafika Sari Diwirja

ABSTRACT

This study investigates the effects of digital disruption i.e e-commerce benefit, social media activity, mobile phone content on consumer buying behavior. This study employs multiple regression analysis model for estimating the relationship among variables and Anova is statistical tools to determine the influence of dependent variable to independent variable. All the variables are observed using questionnaire distributed to students of Bakrie University. The results indicate that all variables ie. E-commerce benefit , social media activity, mobile phone contents positively affect consumer buying behavior.

Key words: Digital Disruption, E-commerce benefit, Social Media activity, Mobile Phone content, Consumer Buying Behavior.

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