

ABSTRAK

PENGARUH HEDONIC SHOPPING MOTIVES, PERSEPSI DAN SIKAP TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN

Studi pada Outlet Starbucks Mall Ambarukmo Plaza Yogyakarta

Elisca Numela Jaya
Universitas Sanata Dharma
Yogyakarta, 2017

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motives*, persepsi dan sikap terhadap keputusan pembelian konsumen pada Starbucks Mall Ambarukmo Plaza Yogyakarta. Populasi dalam penelitian ini adalah pengunjung Starbucks Mall Ambarukmo Plaza Yogyakarta, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan metode *Accidental Sampling*. Teknik pengumpulan data dengan kuesioner dan observasi dokumen. Analisis data menggunakan analisis regresi linier berganda dengan menggunakan SPSS. Hasil penelitian ini menunjukkan bahwa *hedonic shopping motives* berpengaruh terhadap keputusan pembelian konsumen, persepsi tidak berpengaruh pada keputusan pembelian konsumen, sikap tidak berpengaruh terhadap keputusan pembelian konsumen.

Kata kunci: *Hedonic Shopping Motives*, Persepsi, Sikap, dan Keputusan Pembelian Konsumen.

ABSTRACT

THE INFLUENCE OF HEDONIC SHOPPING MOTIVES, PERCEPTIONS AND ATTITUDES TOWARDS CONSUMER PURCHASING DECISIONS

A Study on the Starbucks Mall Outlet Ambarukmo Plaza Yogyakarta

Elisca Numela Jaya
Sanata Dharma University
Yogyakarta, 2017

This research is intended to determine the influence of hedonic shopping motives, perceptions and attitudes towards consumer purchasing decisions at Starbucks Mall Ambarukmo Plaza Yogyakarta. This research uses data from populations of customers Starbucks Mall Ambarukmo Plaza Yogyakarta and took the sample 100 respondents with Accidental Sampling method. The data for this study is collected from questionnaire and documentation. The results of the survey are performed in a multiple linear regression analysis using SPSS statistics. The results of research shows that hedonic shopping motives influenced on consumer purchasing decision. The perception had no influence on consumer purchasing decisions, The attitude had no influence on consumer purchasing decisions.

Keywords: Hedonic Motivation, Perception, Attitude, and consumer purchasing Decision.

