

ABSTRAK

PENGARUH MOTIF BERBELANJA KONSUMEN TERHADAP
KEPUTUSAN PEMBELIAN PADA HYPERMART LIPPO PLAZA KUPANG

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Penelitian ini bertujuan untuk mengetahui: 1) apakah *utilitarian shopping motives* dan *hedonic shopping motives* secara bersama-sama berpengaruh terhadap keputusan pembelian, 2) apakah *utilitarian shopping motives* dan *hedonic shopping motives* secara parsial berpengaruh positif terhadap keputusan pembelian. Jenis penelitian ini merupakan penelitian asosiatif kausal dengan data yang digunakan adalah data primer. Tempat penelitian dilakukan di Hypermart Lippo Plaza Kupang. Populasi dalam penelitian ini adalah seluruh konsumen Hypermart Lippo Plaza Kupang. Teknik pengambilan sampel menggunakan *accidental sampling* (secara kebetulan) dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan uji asumsi klasik, analisis Regresi Linear Berganda, uji F, uji t dan koefisien Determinasi. Hasil penelitian ini menunjukkan 1) *utilitarian shopping motives* dan *hedonic shopping motives* secara bersama-sama berpengaruh terhadap keputusan pembelian, 2) *utilitarian shopping motives* dan *hedonic shopping motives* secara parsial berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: Motif Berbelanja (*Utilitarian Shopping Motives*, *Hedonic Shopping Motives*) dan Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF CONSUMER SHOPPING MOTIVES ON
PURCHASE DECISION ON HYPERMART LIPPO PLAZA KUPANG

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The purpose of this research is to know: 1) whether utilitarian shopping motives and hedonic shopping motives influence purchasing decision, 2) whether utilitarian shopping motives and hedonic shopping motives partially influence have a positive effect on buying decision. This type of research is a causal associative research with the data used by primary data. The research was conducted at Hypermart Lippo Plaza Kupang. Population in this research is all consumer of Hypermart Lippo Plaza Kupang. The sampling technique used accidental sampling (by chance) with the number of samples obtained as many as 100 respondents from the results of the questionnaires. The collected data were analyzed using classical assumption test, multiple linear regression analysis, F test, t test and coefficient of determination. The result of this research shows that 1) utilitarian shopping motives and hedonic shopping motives simultaneously influenced purchasing decision, 2) utilitarian shopping motives and hedonic shopping partially influenced purchasing decision.

Keywords: Shopping Motives (Utilitarian Shopping Motives, Hedonic Shopping Motives) and Purchase Decision.