

## ABSTRAK

### **PENGARUH KEINOVATIFAN KONSUMEN, MOTIF BELANJA HEDONIK, DAN PERSEPSI ATAS HARGA TERHADAP MINAT BELI ULANG KONSUMEN PADA FENOMENA FLASH SALE DI TOKOPEDIA**

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Penelitian ini bertujuan untuk mengetahui pengaruh keinovatifan konsumen, motif belanja hedonik, dan persepsi atas harga terhadap minat beli ulang konsumen pada fenomena *flash sale* di Tokopedia. Jenis penelitian ini menggunakan penelitian kuantitatif. Penelitian ini membagikan 100 kuesioner untuk memperoleh data responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data yang digunakan adalah uji normalitas, analisis regresi linier berganda, dan uji t. Hasil pengujian menunjukkan (1) keinovatifan konsumen tidak berpengaruh pada minat beli ulang, (2) motif belanja hedonik berpengaruh pada minat beli ulang, (3) persepsi atas harga berpengaruh pada minat beli ulang konsumen pada fenomena *flash sale* di Tokopedia.

Kata kunci : keinovatifan konsumen, motif belanja hedonik, persepsi atas harga, dan minat beli ulang.

**ABSTRACT**

**THE EFFECT OF CONSUMER INNOVATIVENESS, HEDONIC SHOPPING MOTIVES, AND PERCEPTION OF PRICE ON CONSUMER REPURCHASING INTEREST IN FLASH SALE PHENOMENON IN TOKOPEDIA**

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This research aims to determine the effect of consumer innovativeness, hedonic shopping motives, and perceptions of prices on consumers' repurchasing interest in flash sale phenomenon in Tokopedia. This type of research uses quantitative research. This research distributed 100 questionnaires to obtain respondents' data. The sampling technique uses purposive sampling. The data analysis technique used is the normality test, multiple linear regression analysis, and t test. The test results show (1) consumer innovativeness has no effect on repurchase interest, (2) hedonic shopping motives influence repurchase interest, (3) perception of price influences consumer repurchase interest in flash sale phenomena on Tokopedia.

Keywords: consumer innovativeness, hedonic shopping motives, perception of prices, and interest in repurchasing.

