

ABSTRAK

PENGARUH MOTIVASI HEDONIS TERHADAP PEMBELIAN IMPULSIF YANG DIMEDIASI *SHOPPING LIFESTYLE* PADA *E- COMMERCE*

(Studi Kasus pada Mahasiswa Program Studi Akuntansi Universitas Sanata
Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh motivasi hedonis terhadap pembelian impulsif yang dimediasi *shopping lifestyle* pada *e-commerce*. Studi kasus dilakukan pada mahasiswa Program Studi Akuntansi Universitas Sanata Dharma.

Data diperoleh dengan melakukan penyebaran kuesioner secara *online* melalui *Google Form*. Sampel yang diteliti dalam penelitian ini sebanyak 161 responden dengan teknik pengambilan sampel *purposive sampling* karena populasi yang diambil berdasarkan kriteria tertentu, yaitu mahasiswa program studi Akuntansi Sanata Dharma yang pernah berbelanja *online* minimal satu kali. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis jalur.

Hasil penelitian ini menunjukkan bahwa (1) motivasi hedonis berpengaruh secara tidak langsung terhadap pembelian impulsif yang dimediasi dengan *shopping lifestyle* pada *e-commerce*, (2) *Shopping lifestyle* berpengaruh terhadap pembelian impulsif pada *e-commerce*, dan (3) motivasi hedonis berpengaruh secara langsung terhadap pembelian impulsif pada *e-commerce*.

Kata kunci: *e-commerce*, Motivasi hedonis, pembelian impulsif, *shopping lifestyle*

ABSTRACT

THE INFLUENCE OF HEDONIST MOTIVATION TOWARDS IMPULSIVE PURCHASE MEDIATED BY SHOPPING LIFESTYLE ON E-COMMERCE

(A Case Study of Students of Accounting Study Program Sanata Dharma University Yogyakarta)

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The aim of this research is to know the influence of hedonist motivation which mediated by shopping lifestyle towards impulsive purchase on e-commerce. This study was conducted on students of Accounting Study Program of Sanata Dharma University.

The data were obtained by distributing online questionnaires through the Google Form. There were 161 respondents gathered by purposive sampling technique because the population was taken based on certain criteria, students who have been doing shopping online at least once in a time. Data analysis technique in this research was path analysis.

This study shows that (1) hedonist motivation influences impulsive purchase indirectly mediated by shopping lifestyle on e-commerce, (2) shopping lifestyle influences impulsive purchase on e-commerce, (3) hedonist motivation influences directly towards impulsive purchase on e-commerce.

Keywords: e-commerce, hedonist motivation, impulsive purchase, shopping lifestyle