

ABSTRAK

PENGARUH MOTIVASI BELANJA HEDONIS DAN PROMOSI PENJUALAN TERHADAP PEMBELIAN IMPULSIF PADA *E-COMMERCE* SHOPEE DENGAN EMOSI POSITIF SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: pengaruh motivasi belanja hedonis terhadap pembelian impulsif; pengaruh promosi penjualan terhadap pembelian impulsif; pengaruh motivasi belanja hedonis terhadap emosi positif; pengaruh promosi penjualan terhadap emosi positif; pengaruh emosi positif terhadap pembelian impulsif; emosi positif dalam memediasi pengaruh motivasi belanja hedonis terhadap pembelian impulsif; emosi positif dalam memediasi pengaruh promosi penjualan terhadap pembelian impulsif pada *e-commerce* Shopee. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 120 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian menunjukkan bahwa: motivasi belanja hedonis berpengaruh positif terhadap pembelian impulsif; promosi penjualan tidak berpengaruh positif terhadap pembelian impulsif; motivasi belanja hedonis berpengaruh positif terhadap emosi positif; promosi penjualan berpengaruh positif terhadap emosi positif; emosi positif berpengaruh positif terhadap pembelian impulsif; emosi positif memediasi pengaruh motivasi belanja hedonis terhadap pembelian impulsif; emosi positif memediasi pengaruh promosi penjualan terhadap pembelian impulsif.

Kata kunci: Motivasi Belanja Hedonis, Promosi Penjualan, Pembelian Impulsif, dan Emosi Positif.

ABSTRACT

THE INFLUENCE OF HEDONIST SHOPPING MOTIVATION AND SALES PROMOTION ON IMPULSE BUYING IN E-COMMERCE SHOPEE WITH POSITIVE EMOTIONS AS MEDIATION VARIABLES

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This study aims to find out whether or not: hedonic shopping motivation influences impulse buying; sales promotion influences impulse buying; hedonic shopping motivation influences positive emotion; sales promotion influences positive emotions; positive emotions influences impulse buying; positive emotion mediates the influence of hedonic shopping motivations towards impulse buying; positive emotions mediate the influence of sales promotions towards impulse buying on Shopee e-commerce. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires to 120 respondents. The data analysis technique in this study was Partial Least Square using the WarpPLS 6.0 application. The results show that: hedonic shopping motivation positively influenced impulse buying; sales promotion did not influence impulse buying; hedonic shopping motivation positively influenced positive emotions; sales promotion positively influenced positive emotions; positive emotions positively influenced impulse buying; positive emotions mediated the influence of hedonic shopping motivations towards impulse buying; positive emotions mediated the influence of sales promotions towards impulse buying.

Keywords: Hedonic Shopping Motivation, Sales Promotion, Impulse Buying, and Positive Emotions.