

## ABSTRAK

### **PENGARUH PEMASARAN MEDIA SOSIAL DAN MOTIVASI BELANJA HEDONIS TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF Studi pada Mahasiswa Konsumen Grabfood di Kabupaten Sleman**

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2020

Penelitian ini bertujuan untuk mengetahui 1) pengaruh pemasaran media sosial dan motivasi belanja hedonis secara simultan terhadap keputusan pembelian impulsif, 2) pengaruh pemasaran media sosial terhadap keputusan pembelian impulsif, 3) pengaruh motivasi belanja hedonis terhadap keputusan pembelian impulsif, 4) perbedaan persepsi terhadap motivasi belanja hedonis berdasarkan pendapatan mahasiswa. Populasi yang digunakan dalam penelitian ini adalah mahasiswa konsumen Grabfood di Kabupaten Sleman. Responden dalam penelitian ini sebanyak 100 orang dan teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data yang digunakan adalah uji asumsi klasik, analisis regresi linear berganda, dan uji *Independent Sample T Test*. Hasil penelitian ini menunjukkan: 1) pemasaran media sosial dan motivasi belanja hedonis secara simultan berpengaruh terhadap keputusan pembelian impulsif, 2) pemasaran media sosial tidak berpengaruh terhadap keputusan pembelian impulsif, 3) motivasi belanja hedonis berpengaruh terhadap keputusan pembelian impulsif, 4) ada perbedaan persepsi terhadap motivasi belanja hedonis berdasarkan pendapatan mahasiswa.

Kata kunci: Pemasaran Media Sosial, Motivasi Belanja Hedonis, Keputusan Pembelian Impulsif

**ABSTRACT**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND HEDONIC SHOPPING MOTIVATION TOWARDS IMPULSIVE BUYING DECISIONS**

**A Study on Grabfood Consumer Students in Sleman Regency**

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The purpose of this research is to find out 1) the influence of social media marketing and hedonic shopping motivation simultaneously towards impulsive buying decisions, 2) the influence of social media marketing towards impulsive buying decisions, 3) the influence of hedonic shopping motivation towards impulsive buying decisions, 4) the differences in perception of hedonic shopping motivation based on student income. Population of this research was the Grabfood consumers students in Sleman Regency. Respondent in this research were 100 people taken by purposive sampling technique. Data analysis technique used are the classic assumption test, multiple linear regression analysis, and independent sample t test. The results of this research indicated that 1) social media marketing and hedonic shopping motivation simultaneously influence impulsive buying decisions, 2) social media marketing has no influence on impulsive buying decisions, 3) hedonic shopping motivation influences impulsive buying decisions, 4) there are differences in perception on the motivation of hedonic shopping based on student income.

Keywords: Social Media Marketing, Hedonic Shopping Motivation, Impulsive Buying Decisions