

ABSTRAK

PENGARUH MOTIVASI BELANJA HEDONIS DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF DI TOKO *ONLINE* SHOPEE

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2022

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh motivasi belanja hedonis dan promosi penjualan terhadap keputusan pembelian impulsif di toko *online* Shopee.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Kabupaten Klaten pada bulan September 2021. Populasi dalam penelitian ini adalah perempuan yang pernah berbelanja di Shopee lebih dari 2 kali. Jumlah sampel dalam penelitian ini sebanyak 50 orang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* dan *quota sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner yang dibagikan melalui *Google Form*. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) motivasi belanja hedonis berpengaruh terhadap keputusan pembelian impulsif di toko *online* Shopee; (2) promosi penjualan tidak berpengaruh terhadap keputusan pembelian impulsif di toko *online* Shopee; dan (3) motivasi belanja hedonis dan promosi penjualan dapat menjadi prediktor keputusan pembelian impulsif di toko *online* Shopee.

Kata kunci: motivasi belanja hedonis, promosi penjualan, keputusan pembelian impulsif, regresi linear berganda.

ABSTRACT

THE EFFECT OF HEDONIST SHOPPING MOTIVATION AND SALES PROMOTION ON IMPULSE BUYING DECISION IN SHOPEE ONLINE SHOP

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This study aims to examine and analyze the effect of hedonist shopping motivation and sales promotion on impulse buying decision in Shopee online shop.

This research is an explanatory research conducted in Klaten in September 2021. The research population were women consumers who had shop in Shopee online shop more than 2 times. The research sample covered 50 consumers. The research sampling techniques were purposive and quota sampling. The data collection technique was a questionnaire through Google Form. The data analysis technique was multiple linear regression.

The results of data analysis showed that: (1) hedonist shopping motivation affected on impulse buying decision in Shopee online shop; (2) sales promotion had no effect on impulse buying decision in Shopee online shop; and 3) hedonist shopping motivation and sales promotion could be as predictors of impulse buying decision in Shopee online shop.

Keywords: *hedonist shopping motivation, sales promotion, impulse buying decision, multiple linear regression.*