

ABSTRAK

PENGARUH *HEDONIC SHOPPING MOTIVATION*, *SHOPPING LIFESTYLE*, DAN *SALES PROMOTION* TERHADAP *IMPULSE BUYING* PADA *E-COMMERCE SHOPEE*

Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta

Sri Katrina Bangnga Lestari
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *hedonic shopping motivation*, *shopping lifestyle*, dan *sales promotion* terhadap *impulse buying*, 2) pengaruh secara parsial *hedonic shopping motivation* terhadap *impulse buying*, 3) pengaruh secara parsial *shopping lifestyle* terhadap *impulse buying*, 4) pengaruh secara parsial *sales promotion* terhadap *impulse buying*. Penelitian ini dilakukan pada bulan Februari 2023. Populasi dalam penelitian ini adalah pengguna aplikasi Shopee khususnya Mahasiswa Universitas Sanata Dharma. Responden dalam penelitian ini sebanyak 100 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda, dengan menggunakan *SPSS 29,0 for windows*. Hasil dari penelitian ini menunjukkan bahwa: 1) *hedonic shopping motivation*, *shopping lifestyle*, dan *sales promotion* secara simultan berpengaruh terhadap *impulse buying*, 2) *hedonic shopping motivation* secara parsial berpengaruh terhadap *impulse buying*, 3) *shopping lifestyle* secara parsial berpengaruh terhadap *impulse buying*, 4) *sales promotion* secara parsial tidak berpengaruh terhadap *impulse buying*.

Kata kunci: *Hedonic Shopping Motivation*, *Shopping Lifestyle*, *Sales Promotion* dan *Impulse Buying*.

ABSTRACT

THE EFFECT OF HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, AND SALES PROMOTION ON IMPULSE BUYING IN SHOPEE E-COMMERCE

A Study At Sanata Dharma University Students

Sri Katrina Bangnga Lestari
Sanata Dharma University
Yogyakarta
2023

This study aims to determine: 1) the simultaneous effect of hedonic shopping motivation, shopping lifestyle, and sales promotion on impulsive buying, 2) the partial effect of hedonic shopping motivation on impulsive buying, 3) the partial effect of shopping lifestyle on impulsive buying, 4) the partial effect of sales promotion on impulse buying. This research was conducted in February 2023. The population in this study were users of the Shopee application, especially the students of Sanata Dharma University. Respondents in this study were 100 students with a sampling technique of purposive. The data analysis technique used in this research is multiple linear regression analysis, using SPSS 29.0 for windows application. The results of this study indicate that: 1) hedonic shopping motivation, shopping lifestyle, and sales promotion simultaneously affect impulsive buying, 2) hedonic shopping motivation partially affects impulsive buying, 3) shopping lifestyle partially affects impulsive buying, 4) sales promotion partially has no effect on impulse buying.

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Sales Promotion and Impulsive Buying.