

ABSTRAK

PENGARUH SALES PROMOTION, PERCEIVED EASE OF USE, DAN HEDONIC SHOPPING MOTIVATION TERHADAP IMPULSE BUYING GENERASI Z DENGAN EMOSI POSITIF SEBAGAI VARIABEL MEDIASI

Studi pada Pengguna Shopee di Daerah Istimewa Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *sales promotion* pada *marketplace* Shopee terhadap *impulse buying* generasi Z, 2) Pengaruh *perceived ease of use* pada *marketplace* Shopee terhadap *impulse buying* generasi Z, 3) Pengaruh *hedonic shopping motivation* pada *marketplace* Shopee terhadap *impulse buying* generasi Z, 4) Pengaruh emosi positif pada *marketplace* Shopee terhadap *impulse buying* generasi Z, 5) Pengaruh *sales promotion* pada *marketplace* Shopee terhadap *impulse buying* generasi Z dengan dimediasi emosi positif, 6) Pengaruh *perceived ease of use* pada *marketplace* Shopee terhadap *impulse buying* generasi Z dengan dimediasi emosi positif, 7) Pengaruh *hedonic shopping motivation* pada *marketplace* Shopee terhadap *impulse buying* generasi Z dengan dimediasi emosi positif. Pengambilan sampel dalam penelitian ini menggunakan teknik *non probability sampling*, yaitu *purposive sampling*. Pengumpulan data dilakukan dengan kuesioner yang disebar melalui *Google Form* kepada 100 orang responden. Analisis data menggunakan *Partial Least Square* dengan bantuan alat analisis *SmartPLS 4*. Hasil analisis pada penelitian ini menunjukkan bahwa: 1) *Sales promotion* pada *marketplace* Shopee tidak berpengaruh terhadap *impulse buying* generasi Z, 2) *Perceived ease of use* pada *marketplace* Shopee tidak berpengaruh terhadap *impulse buying* generasi Z, 3) *Hedonic shopping motivation* pada *marketplace* Shopee berpengaruh terhadap *impulse buying* generasi Z, 4) Emosi positif berpengaruh terhadap *impulse buying* generasi Z, 5) *Sales promotion* pada *marketplace* Shopee berpengaruh terhadap *impulse buying* generasi Z dengan dimediasi emosi positif, 6) *Perceived ease of use* pada *marketplace* Shopee tidak berpengaruh terhadap *impulse buying* generasi Z dengan dimediasi emosi positif, 7) *Hedonic shopping motivation* pada *marketplace* Shopee berpengaruh terhadap *impulse buying* generasi Z dengan dimediasi oleh emosi positif.

Kata kunci: *Sales Promotion*, *Perceived Ease of Use*, *Hedonic Shopping Motivation*, Emosi Positif, dan *Impulse Buying*.

ABSTRACT

THE INFLUENCE OF SALES PROMOTION, PERCEIVED EASE OF USE, AND HEDONIC SHOPPING MOTIVATION TOWARDS GENERATION Z IMPULSE BUYING WITH POSITIVE EMOTIONS AS A MEDIATION VARIABLE.

Study on Shopee Users in Special Region of Yogyakarta

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This research aims to determine: 1) The influence of sales promotion on the Shopee marketplace towards generation Z impulse buying, 2) The influence of perceived ease of use on the Shopee marketplace towards generation Z impulse buying, 3) The influence of hedonic shopping motivation on the Shopee marketplace towards generation Z impulse buying, 4) The influence of positive emotions on the Shopee marketplace towards generation Z impulse buying 5) If positive emotions mediates the influence of sales promotion on the Shopee marketplace towards generation Z impulse buying, 6) If positive emotions mediates the influence of perceived ease of use on the Shopee marketplace towards generation Z impulse buying, 7) If positive emotions mediates the influence of hedonic shopping motivation on the Shopee marketplace towards generation Z impulse buying. The sampling method in this study is non-probability sampling techniques with purposive sampling. Data in this study obtained from questionnaires, distributed via Google Form to 100 respondents. Data analysis was conducted using Partial Least Square (PLS) with SmartPLS version 4. The results of the analysis in this study show that: 1) Sales promotion at the Shopee marketplace had no influence towards generation Z impulse buying, 2) Perceived ease of use at the Shopee marketplace had no influence towards generation Z impulse buying, 3) Hedonic shopping motivation at the Shopee marketplace influenced impulse buying of generation Z. 4) Positive emotions at the Shopee marketplace had an influence on impulse buying of generation Z. 5) Sales promotion at the Shopee marketplace had an influence towards generation Z impulse buying mediated by positive emotions, 6) Perceived ease of use at the Shopee marketplace had no influence towards generation Z impulse buying mediated by positive emotions, 7) Hedonic shopping motivation at the Shopee marketplace influenced impulse buying of generation Z mediated by positive emotions.

Keywords: Sales Promotion, Perceived Ease of Use, Hedonic Shopping Motivation, Positive Emotions, and Impulse Buying.