

ABSTRAK**PERILAKU PEMBELIAN IMPULSIF GENERASI Z : PERAN KONTEN SELEBRITI MIKRO, MOTIVASI BELANJA HEDONIS DAN PENJELAJAHAN**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh konten selebriti mikro pembelian impulsif generasi Z, (2) pengaruh motivasi belanja hedonis pada pembelian impulsif generasi Z, (3) pengaruh konten selebriti mikro pada pembelian impulsif generasi Z dengan dimediasi oleh penjelajahan, serta (4) pengaruh motivasi belanja hedonis pada pembelian impulsif generasi Z dengan dimediasi oleh penjelajahan. Penelitian ini menggunakan metode kuantitatif. Populasi pada penelitian ini adalah pengguna lokapasar. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh menggunakan metode survei dengan alat kuesioner yang disebarakan secara daring kepada responden generasi Z yang menggunakan platform Lokapasar. Data dianalisis menggunakan model Partial Least Squares (PLS) dan diolah menggunakan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh positif konten selebriti mikro pada pembelian impulsif generasi Z, (2) motivasi belanja hedonis tidak berpengaruh pada pembelian impulsif generasi Z, (3) penjelajahan tidak memediasi pengaruh konten selebriti mikro pada pembelian impulsif generasi Z, dan (4) penjelajahan memediasi pengaruh motivasi belanja hedonis pada pembelian impulsif. Penelitian ini memberikan kontribusi pada pemahaman tentang dinamika pembelian impulsif di kalangan generasi Z dan menyoroti peran penjelajahan sebagai mediator yang signifikan.

Kata kunci: pembelian impulsif, konten mikro selebriti, motivasi belanja hedonis, penjelajahan, generasi Z

ABSTRACT

IMPULSIVE BUYING BEHAVIOR OF Z GENERATION: THE ROLE OF MICRO-CELEBRITY CONTENT, HEDONIC SHOPPING MOTIVATION, AND BROWSING

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This study aims to: (1) assess the impact of micro-celebrity content on impulsive buying among Generation Z, (2) evaluate the effect of hedonic shopping motivation on impulsive buying among Generation Z, (3) examine the mediating role of exploration in the relationship between micro-celebrity content and impulsive buying among Generation Z, and (4) analyze the mediating role of exploration in the relationship between hedonic shopping motivation and impulsive buying among Generation Z. This research employs a quantitative method. The population of this study consists of marketplace users. The sampling technique used is non-probability sampling with a purposive sampling method. Data were obtained using a survey method with a questionnaire distributed online to Generation Z respondents who use marketplace platforms. The data were analyzed using the Partial Least Squares (PLS) model and processed with the SmartPLS 4 application. The results indicate that: (1) there is a positive impact of micro-celebrity content on impulsive buying among Generation Z, (2) hedonic shopping motivation does not affect impulsive buying among Generation Z, (3) exploration does not mediate the effect of micro-celebrity content on impulsive buying among Generation Z, and (4) exploration mediates the effect of hedonic shopping motivation on impulsive buying. This study contributes to understanding the dynamics of impulsive buying among Generation Z and highlights the significant role of exploration as a mediator in this relationship.

Keywords: impulsive buying, micro-celebrity content, hedonic shopping motivation, exploration, Generation Z