

ABSTRAK

PENGARUH MOTIVASI BELANJA HEDONIS DAN PROMOSI MEDIA SOSIAL PADA PEMBELIAN IMPULSIF DI E-COMMERCE DENGAN DIMEDIASI OLEH BROWSING

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh motivasi belanja hedonis terhadap pembelian impulsif, (2) Pengaruh promosi media sosial pada pembelian impulsif, (3) pengaruh motivasi belanja hedonis pada pembelian impulsif dengan dimediasi oleh *browsing*, serta (4) pengaruh promosi media sosial pada pembelian impulsif dengan dimediasi oleh *browsing*. Penelitian ini menggunakan metode kuantitatif. Populasi pada penelitian ini adalah pengguna *e-commerce*. 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 yang menggunakan *platform E-commerce*. Data dianalisis menggunakan model *Partial Least Squares (PLS)* dan diolah menggunakan aplikasi *SmartPLS 4*. Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh motivasi belanja hedonis pada pembelian impulsif, (2) promosi media sosial tidak berpengaruh pada pembelian impulsif, (3) *browsing* tidak memediasi pengaruh motivasi belanja pada pembelian impulsif, dan (4) *browsing* tidak memediasi pengaruh promosi media sosial pada pembelian impulsif.

Kata kunci: pembelian impulsif, motivasi belanja hedonis, promosi media sosial, *browsing*.

ABSTRACT

**INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SOCIAL
MEDIA PROMOTION ON IMPULSIVE BUYING IN E-COMMERCE
MEDIATED BY BROWSING**

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This study aims to: (1) examine the influence of hedonic shopping motivation on impulsive buying, (2) analyze the effect of social media promotion on impulsive buying, (3) investigate the mediating role of browsing in the relationship between hedonic shopping motivation and impulsive buying, and (4) assess the mediating role of browsing in the relationship between social media promotion and impulsive buying. This research employs a quantitative method. The population consists of e-commerce users. The sampling technique used is non-probability sampling with a purposive sampling approach. Data were collected through an online survey using a questionnaire distributed to respondents who use e-commerce platforms. The data were analyzed using the Partial Least Squares (PLS) model and processed with the SmartPLS 4 application. The results show that: (1) hedonic shopping motivation has a significant influence on impulsive buying, (2) social media promotion does not affect impulsive buying, (3) browsing does not mediate the effect of hedonic shopping motivation on impulsive buying, and (4) browsing does not mediate the effect of social media promotion on impulsive buying. This study contributes to the understanding of impulsive buying and highlights the limited mediating role of browsing in this context.

Keywords: impulsive buying, hedonic shopping motivation, social media promotion, browsing.