

ABSTRAK

**PENGARUH HEDONIC SHOPPING MOTIVATION, DISCOUNT, DAN
CONTENT MARKETING TERHADAP IMPULSE BUYING DENGAN
POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI
Studi pada Pengguna Skintific di Universitas Sanata Dharma**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *hedonic shopping motivation* terhadap *impulse buying* (2) pengaruh secara langsung *discount* terhadap *impulse buying* (3) pengaruh secara langsung *content marketing* terhadap *impulse buying* (4) pengaruh *hedonic shopping motivation* terhadap *impulse buying* dengan *positive emotion* sebagai mediasi (5) pengaruh *discount* terhadap *impulse buying* dengan *positive emotion* sebagai mediasi (6) pengaruh *content marketing* terhadap *impulse buying* dengan *positive emotion* sebagai mediasi. Populasi dari penelitian ini adalah pengguna Skintific di Universitas Sanata Dharma yang pernah membeli minimal 2x dan pernah melihat *content marketing* Skintific di media sosial. Data diperoleh dengan membagikan kuesioner tentang *hedonic shopping motivation*, *discount*, *content marketing*, *impulse buying*, *positive emotion* kepada 96 responden pengguna Skintific di Universitas Sanata Dharma. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan SmartPLS 4.1. Hasil yang diperoleh dalam penelitian ini yaitu (1) *hedonic shopping motivation* secara langsung berpengaruh terhadap *impulse buying* (2) *discount* secara langsung berpengaruh terhadap *impulse buying* (3) *content marketing* secara langsung tidak berpengaruh terhadap *impulse buying* (4) *hedonic shopping motivation* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion* (5) *discount* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion* (6) *content marketing* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*.

Kata kunci: *Hedonic Shopping Motivation*, *Discount*, *Content Marketing*, *Impulse Buying*, *Positive Emotion*.

ABSTRACT

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This study aims to determine: (1) the direct effect of hedonic shopping motivation on impulse buying (2) the direct effect of discount on impulse buying (3) the effect of content marketing on impulse buying (4) the effect of hedonic shopping motivation on impulse buying with positive emotion as mediation (5) the effect of discount on impulse buying with positive emotion as mediation (6) the effect of content marketing on impulse buying with positive emotion as mediation. The population of this study is Skintific users at Sanata Dharma University who have bought at least 2x and have seen Skintific content marketing on social media. Data was obtained by distributing questionnaires about hedonic shopping motivation, discounts, content marketing, impulse buying, and positive emotion to 96 respondents of Skintific users at Sanata Dharma University. The sampling technique used non probability sampling with purposive sampling method. The sampling technique used non probability sampling with purposive sampling method. The data analysis technique in this study used SmartPLS 4.1. The results obtained in this study are (1) hedonic shopping motivation directly affects impulse buying (2) discount directly affects impulse buying (3) content marketing directly has no effect on impulse buying (4) hedonic shopping motivation has no effect on impulse buying mediated by positive emotion (5) discount has no effect on impulse buying mediated by positive emotion (6) content marketing has no effect on impulse buying mediated by positive emotion.

Keywords: Hedonic Shopping Motivation, Discount, Content Marketing, Impulse Buying, Positive Emotion.