

INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh antara *antecedents* dari *self-gifting*, yaitu *hedonic shopping experience* dan *indulgence*, serta motivasi dari *self-gifting* terhadap *post-purchase regret* pada konsumen di Surabaya.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang membeli produk sebagai hadiah untuk diri sendiri dalam 1 tahun terakhir ini dan menyesal setelah membeli produk tersebut. Responden dalam penelitian ini berjumlah 170 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta Amos versi 16.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *hedonic shopping experience* memiliki pengaruh positif dan signifikan terhadap *indulgence*, *self-gifting reward*, *self-gifting hedonic*, *self-gifting therapeutic* dan *self-gifting celebratory*. *Indulgence* berpengaruh positif dan signifikan terhadap *self-gifting hedonic*, *self-gifting therapeutic* dan *self-gifting celebratory*. *Self-gifting celebratory* juga berpengaruh positif dan signifikan terhadap *post-purchase regret*. Hasil penelitian juga menemukan tidak terdapat pengaruh antara *indulgence* dan *self-gifting reward*. Selain itu *hedonic shopping experience*, *indulgence*, *self-gifting reward*, *self-gifting hedonic*, dan *self-gifting therapeutic* berpengaruh tidak signifikan terhadap *post-purchase regret*.

Kata kunci: *Hedonic Shopping Experience*, *Indulgence*, *Self gifting Motivations* dan *Post-purchase Regret*.

ABSTRACT

This study aims to prove the effect of the antecedents of self-gifting, that hedonic shopping experience and indulgence, as well as the motivation of self-gifting to post-purchase regret to consumers in Surabaya.

This type of research is causal research with quantitative approach. This study using purposive sampling approach, in which a sample of respondents who bought a product as a gift for yourself within the last 1 year and regret after buying the product. Respondents in this study amounted to 170 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 16.0 for Windows for testing Measurement and Structural Model.

The results of this study indicate that hedonic shopping experience has a positive and significant impact on the indulgence, self-gifting reward, self-gifting hedonic, self-gifting therapeutic and self-gifting celebratory. Indulgence positive and significant impact on the hedonic self-gifting, self-gifting therapeutic and self-gifting celebratory. Self-gifting celebratory also positive and significant effect on the post-purchase regret. The results also found no effect between indulgence and self-gifting reward. In addition hedonic shopping experience, indulgence, self-gifting reward, self-gifting hedonic and self-gifting therapeutic effect is not significant to the post-purchase regret.

Keywords: Hedonic Shopping Experience, Indulgence, Self gifting Motivations and Post-purchase Regret.