

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Hedonic Shopping Motivations* terhadap *Impulse Buying Tendency* Konsumen Zalora *Online Shop* di Surabaya. Penelitian ini menguji pengaruh *Hedonic Shopping Motivations* (*adventure shopping, value shopping, idea shopping, social shopping* dan *relaxation shopping*) terhadap *Impulse Buying Tendency* Konsumen Zalora *Online Shop* produk *fashion* oleh konsumen di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dilakukan dengan melakukan analisis secara statistik terhadap data primer yang telah diolah dengan mengumpulkan data melalui kuesioner. Target populasi adalah konsumen Surabaya yang berdomisili di kota Surabaya dan melakukan belanja *online* produk *fashion* di Zalora *online shop* selama 3 bulan terakhir. Responden dalam penelitian ini berjumlah 150 orang. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) menggunakan LISREL 8.7.

Hasil penelitian ini menunjukkan bahwa *adventure shopping* dan *value shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying Tendency* Konsumen Zalora *Online Shop* produk *fashion* oleh konsumen di Surabaya. Hasil penelitian ini juga menunjukkan bahwa *idea shopping, social shopping* dan *relaxation shopping* tidak berpengaruh terhadap *Impulse Buying Tendency* Konsumen Zalora *Online Shop* produk *fashion* oleh konsumen di Surabaya.

Kata kunci : *Impulse buying tendency* (IBT), *Hedonic shopping motivations, Consumer behavior, online purchase, Fashion*.

## ABSTRACT

*This study aims to determine the effect of the Hedonic Shopping Motivations at the Consumer Impulse Buying Tendency Zalora Online Shop in Surabaya. This study examined the effect of Hedonic Shopping Motivations (adventure shopping, shopping value, idea shopping, social shopping and shopping relaxation) of the Consumer Impulse Buying Tendency in Zalora Online Shop fashion products by consumers in Surabaya.*

*This study uses a quantitative approach carried out by performing a statistical analysis of the primary data that has been processed by collecting data through questionnaires. The target population is the consumers who live in the city of Surabaya and do online shopping in Zalora fashion products during the last 3 months. Respondents in this study amounted to 150 people. Data processing is performed by using Structural Equation Modeling (SEM) using LISREL 8.7.*

*The results of this study showed that the adventure shopping and shopping value positive and significant impact on the Impulse Buying Consumer Tendency on Zalora's consumer Online Shop fashion products in Surabaya. The results also show that the ide shopping, social shopping and relaxation shopping does not affect to Zalora's consumer Online Shop fashion products in Surabaya.*

*Keywords : : Impulse buying tendency (IBT), Hedonic shopping motivations, Consumer behavior, online purchase, Fashion.*