

**PENGARUH *HEDONIC SHOPPING MOTIVATION*
TERHADAP *IMPULSE BUYING TENDENCY*
PADA KONSUMEN SHOPEE
DI SURABAYA**

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui tentang pengaruh *Hedonic Shopping Motivation* terhadap *Impulse Buying Tendency* terkait dengan objek *online shop* Shopee di Surabaya. Jenis penelitian ini termasuk *basic research* karena penelitian ini tidak bertujuan untuk memecahkan masalah yang spesifik dari suatu perusahaan, melainkan untuk mengembangkan pengetahuan. Dalam penelitian ini, data yang digunakan adalah data kuantitatif yaitu data yang berbentuk angka, atau data kualitatif yang diangkakan (*scoring*). Pada penelitian ini, metode pengolahan data menggunakan SEM (*Structural Equation Modeling*) dengan software AMOS 22.0.

Penelitian ini menggunakan sampel sebanyak 150 responden yang menggunakan dan melakukan pembelian melalui aplikasi Shopee di Surabaya. Hasil penelitian ini menunjukkan bahwa *Adventure Shopping* berpengaruh positif terhadap *Impulse Buying Tendency*, *Value Shopping* secara positif mempengaruhi *Impulse Buying Tendency*, *Idea Shopping* secara positif mempengaruhi *Impulse Buying Tendency*, *Social Shopping* secara negatif tidak mempengaruhi *Impulse Buying Tendency* dan *Relaxation Shopping* secara negatif tidak mempengaruhi *Impulse Buying Tendency*.

Kata Kunci: *Impulse Buying Tendency*, *Adventure Shopping*, *Value Shopping*, *Idea Shopping*

***EFFECT OF HEDONIC SHOPPING MOTIVATION
TO IMPULSE BUYING TENDENCY
FOR SHOPEE CONSUMERS
IN SURABAYA***

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ABSTRACT

The purpose of this study was to find out about the influence of Hedonic Shopping Motivation on the Impulse Buying Tendency related to Shopee online shop objects in Surabaya. This type of research includes basic research because this study does not aim to solve specific problems of a company, but to develop knowledge. In this study, the data used is quantitative data, namely data in the form of numbers, or qualitative data that are ranked (scoring). In this study, the data processing method uses SEM (Structural Equation Modeling) with AMOS 22.0 software.

This study uses a sample of 150 respondents who use and make purchases through the Shopee application in Surabaya. The results of this study indicate that Adventure Shopping had a positive effect on the Impulse Buying Tendency, Value Shopping positively affected the Impulse Buying Tendency, Idea Shopping positively affected the Impulse Buying Tendency, Social Shopping negatively did not affect the Impulse Buying Tendency and Relaxation Shopping negatively did not affect Impulse Buying Tendency.

Keywords : Impulse Buying Tendency, Adventure Shopping, Value Shopping, Idea Shopping