

ABSTRAK

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**Hubungan Antara *Hedonic Shopping Motivation*
dengan *Impulsive Buying* Konsumen Produk Fashion Melalui
*E-commerce***

Skripsi Program Gelar Jenjang Sarjana Strata I

Fakultas Psikologi Universitas Surabaya

Laboratorium Psikologi Industri dan

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Pesatnya perkembangan Teknologi Informasi dan Komunikasi membuat pola pembelian konsumen secara *online* melalui *e-commerce* terutama pada remaja semakin meningkat. Saat seseorang menyadari perilaku dan preferensi pembelian tidak hanya berdasarkan gaya hidup, tetapi juga menurut karakteristik produk yang hedonis maka munculah *hedonic shopping motivation*. Ketika seseorang berbelanja dengan motivasi hedonis, ada kemungkinan untuk membeli produk secara impulsif hanya karena mereka menyukainya tanpa mempertimbangkan hasilnya. Seseorang yang terdorong untuk membeli tanpa adanya perencanaan maka munculah perilaku *impulsive buying*. Tujuan dari penelitian adalah untuk mengetahui apakah ada hubungan antara *hedonic shopping motivation* dengan *impulsive buying* konsumen produk *fashion* melalui *e-commerce*.

Subjek pada penelitian ini berjumlah 310 orang berusia 18-25 tahun yang dipilih dengan teknik *incidental non random sampling*. Pengambilan data dilakukan dengan menyebarkan kuesioner dengan menggunakan alat ukur *hedonic shopping motivations scale* dan *impulse buying tendency scale*. Data uji hipotesis diolah menggunakan korelasi *Spearman's*. Hasil analisis menunjukkan terdapat hubungan positif antara *hedonic shopping motivation* dengan *impulsive buying* konsumen produk *fashion* melalui *e-commerce* dengan ($r = 0,681$, dan $p = 0,000 < 0,05$). Adanya korelasi yang positif menunjukkan bahwa semakin tinggi tingkat *hedonic shopping motivation* seseorang tinggi maka akan semakin tinggi pula *impulsive buying* yang terjadi.

Kata Kunci : *e-commerce, fashion, hedonic shopping motivation, impulsive buying*

ABSTRACT

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***The Relationship Between Hedonic Shopping Motivation and
Impulsive Buying of Consumers of Fashion Products
Through E-commerce***

*Thesis of Bachelor Degree Program Strata I
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The rapid development of Information and Communication Technology has made consumer buying patterns online through e-commerce, especially teenagers, increasing. When someone realizes that buying behavior and preferences are not only based on lifestyle, but also according to hedonic product characteristics, hedonic shopping motivation appears. Someone who is compelled to buy without any planning will appear impulsive buying behavior. The purpose of this research is to find out whether there is a relationship between hedonic shopping motivation and the impulsive buying of consumers of fashion products through e-commerce.

The subjects in this study were 310 people aged 18-25 years who were selected by incidental non-random sampling technique. Data were collected by distributing questionnaires using the hedonic shopping motivations scale and impulse buying tendency scale. Hypothesis test data was processed using Spearman's correlation. The results of the analysis show that there is a positive relationship between hedonic shopping motivation and impulsive buying of fashion product consumers through e-commerce with ($r = 0.681$, and $p = 0.000 < 0.05$). The existence of a positive correlation indicates that the higher a person's level of hedonic shopping motivation is, the higher the impulsive buying that occurs.

Keywords : e-commerce, fashion, hedonic shopping motivation, impulsive buying