

ABSTRAK

Fenomena belanja *Online* telah menyebabkan munculnya perilaku *impulse buying*. Faktor yang menstimulus konsumen dalam melakukan pembelian impulsif adalah perilaku *Hedonic*, *utilitarian*, dan *shopping lifestyle*, serta kemudahan dalam melakukan pembelian secara *online* melalui *E-commerce* shopee

Penelitian ini bertujuan untuk mengetahui, menguji serta menganalisis pengaruh *Hedonic* dan *Utilitarian Motivation* terhadap *Impulse buying* melalui *Shopping lifestyle* pada *E-commerce* shopee. Metode yang digunakan dalam penelitian ini adalah metode survei dengan data yang diperoleh melalui kuisioner yang disebarakan kepada 100 responden. Hasil penelitian, secara persial menunjukkan bahwa *hedonic motivation* berpengaruh secara signifikan terhadap *impulse buying*. Begitupun dengan *Utilitarian motivation* dan *shopping lifestyle* berpengaruh signifikan secara langsung terhadap *impulse buying*. Populasi pada penelitian ini yaitu masyarakat atau konsmen pengguna *online shoop* pada *E-commerce* shopee

Sampel yang digunakan berjumlah 100 responden. Sampel diamabil dengan metode *Acidental sampling*. Teknis analisis data yang digunakan adalah analisis PLS-SEM dengan progam *SmartPLS 4.0 2024*.

Kata kunci: *Hedonic Motivation, Utilitarian Motivation, Shopping Lifestyle, Impulse Buying* dan *E-commerce* shopee

ABSTRACT

The phenomenon of online shopping has made impulse buying behavior occur. Some factors that stimulate consumers to have impulse buying are hedonism, utilitarianism, shopping lifestyle, and ease of online buying through Shoppe E-commerce.

The research aimed to find out, examine, and analyze the effect of Hedonic and Utilitarian Motivation on impulse buying through the shopping lifestyle of Shoppe E-commerce. Moreover, the research method was a survey. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed to respondents. The result, partially, showed that hedonic motivation had a significant effect on impulse buying. Likewise, both utilitarian motivation and shopping lifestyle had a directly significant effect on impulse buying. Furthermore, the population was the public or consumers of online shopping of Shoppe E-commerce.

The data collection technique used accidental sampling. In line with that, there were 100 respondents as the sample. Additionally, the data analysis technique used PLS-SEM with SmartPLS 4.0 2024.

Keywords: *Hedonic Motivation, Utilitarian Motivation, Shopping Lifestyle, Impulse Buying, Shoppe E-Commerce*

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5/3/24

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