

ABSTRAK

Penelitian ini bertujuan untuk mengukur dampak dari Motivasi Belanja Hedonik terhadap kecenderungan pembelian impulsif daring untuk konsumen Indonesia. Motivasi Belanja Hedonik kemudian dibagi ke 5 variabel yaitu Motivasi Belanja Petualangan, Motivasi Belanja Nilai, Motivasi Belanja Ide dan Motivasi Belanja Relaksasi. Penelitian ini dilakukan untuk memahami perilaku konsumen Indonesia ketika berbelanja daring dan untuk menentukan apakah motivasi tersebut memiliki dampak yang signifikan terhadap konteks konsumen Indonesia. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability purposive sampling* dan responden yang dipilih adalah berdasarkan mereka telah mengalami membeli produk atau layanan daring dalam 6 bulan terakhir. Hasil dari penelitian ini menunjukkan bahwa 4 Motivasi Belanja Hedonik yaitu: Petualangan , Nilai, Idea dan relaksasi memiliki pengaruh positif yang signifikan terhadap online Kecenderungan Pembelian Impulsif Daring Konsumen Indonesia sedangkan Motivasi Belanja Sosial memiliki efek negatif.

Kata kunci: Motivasi Belanja hedonik, Motivasi Belanja Petualangan, Motivasi Belanja Nilai, Motivasi Belanja Ide dan Motivasi Belanja Relaksasi, Pembelian Impulsif Daring, Kecenderungan Pembelian Impulsive, Pembelian Daring, Konsumen Indonesia

ABSTRACT

This study aims to measure the impact of Hedonic Shopping Motivations towards online impulsive buying tendency of the Indonesian consumer. The shopping motivations are then divided in to 5 which are Adventure Shopping Motivation, Value Shopping Motivation, Idea Shopping Motivation and Relaxation Shopping motivation. It was conducted in order to understand the Indonesian consumers' behaviour on online shopping and to determine if these motivations have an effect towards the context of the Indonesian consumer. The sampling method used in this study is a non-probability purposive sampling and respondents were selected based on whether they have experienced purchasing a product or service online in the past 6 months. The findings from this study have shown that 4 Hedonic Shopping Motivations: Adventure, Value, Idea and Relaxation Shopping Motivations have a significant positive effect towards the Online Impulsive Buying Tendency of the Indonesian Consumer and Social Shopping Motivation has a significant negative effect towards it.

Keywords: Hedonic Shopping Motivations, Adventure Shopping Motivation, Value Shopping Motivation, Idea Shopping Motivation, Social Shopping Motivation, Relaxation Shopping Motivation, Impulsive Buying, Impulsive Buying Tendency, Online Buying, Indonesian consumer,