

ABSTRAKSI

Penelitian ini bertujuan untuk menguji pengaruh motivasi belanja hedonik terhadap kecenderungan pembelian impulsif produk fesyen daring. Motivasi belanja hedonik dalam penelitian ini dikategorikan menjadi 5 kategori yaitu motivasi belanja petualangan, motivasi belanja nilai, motivasi belanja ide, motivasi belanja sosial dan motivasi belanja relaksasi. Objek penelitian ini adalah toko daring yang menjual produk fesyen di Indonesia. Penelitian ini bersifat kuantitatif dan dilakukan dengan metode survei dengan jumlah responden sebanyak 227 orang yang sering melakukan pembelian produk fesyen di toko daring. Pemilihan sampel digunakan dengan teknik *non-probability sampling* tipe *purposive sampling*. Data dikumpulkan dengan kuesioner menggunakan skala Likert. Metode analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian yang diperoleh menunjukkan bahwa motivasi belanja hedonik memiliki pengaruh terhadap kecenderungan pembelian impulsif produk fesyen daring, namun tidak semua kategori motivasi belanja hedonik memiliki pengaruh terhadap kecenderungan pembelian impulsif produk fesyen daring. Motivasi belanja petualangan, motivasi belanja ide dan motivasi belanja relaksasi memiliki pengaruh positif signifikan terhadap kecenderungan pembelian impulsif produk fesyen daring. Sedangkan motivasi belanja nilai dan motivasi belanja sosial tidak memiliki pengaruh terhadap kecenderungan pembelian impulsif produk fesyen daring. Hasil penelitian juga menunjukkan bahwa motivasi belanja relaksasi memiliki pengaruh paling kuat terhadap kecenderungan pembelian impulsif produk fesyen daring.

Kata Kunci: Motivasi Belanja Hedonik, Motivasi Belanja Petualangan, Motivasi Belanja Nilai, Motivasi Belanja Ide, Motivasi Belanja Sosial, Motivasi Belanja Relaksasi, Kecenderungan Pembelian Impulsif, Produk Fesyen, Daring.

ABSTRACT

This study aims to measure the influences of hedonic shopping motivation toward online impulse buying tendency on fashion product. Hedonic shopping motivation in this research are categorized into 5 categories which are adventure shopping motivation, value shopping motivation, idea shopping motivation, social shopping motivation and relaxation shopping motivation. The object of this study is online shop that sell fashion product in Indonesia. The method of this study is quantitative research by using survey, with the sample size of 227 people who often make online purchase for fashion product . The technique for sample selection is using non pobabilty sampling with the type of purposive sampling. The data were collected by using questionnaire with Likert scale. The method for data analysis is multiple linear regression.

The result of this study indicates that hedonic shopping motivations have influence toward online impulse buying tendency on fashion product, but not all of the hedonic motivation categories. Adventure shopping motivation, idea shopping motivation and relaxation shopping motivation have significant positive influence toward online impulse buying tendency on fashion product. Value shopping motivation and social shopping motivation have not influence toward online impulse buying tendency on fashion product.

Key Words: Hedonic Shopping Motivation, Adventure Shopping Motivation, Value Shopping Motivation, Idea Shopping Motivation, Social Shopping Motivation and Relaxation Shopping Motivation, Impulse Buying Tendency, Fashion Product, Online.