

**PENGARUH ADVENTURE SHOPPING, IDEA SHOPPING, VALUE SHOPPING,
SOCIAL SHOPPING DAN RELAXATION SHOPPING PADA PEMBELIAN IMPULS
SECARA ONLINE DI YOGYAKARTA**

ABSTRAKSI

Bisnis *online* merupakan terobosan baru dalam strategi pemasaran. Kemajuan teknologi informasi di Indonesia berdampak pada perkembangan bisnis *online* yang semakin berkembang pesat. Belakangan ini banyak situs belanja *online* yang menjual berbagai kebutuhan konsumen. Hal ini, ditunjang oleh besarnya peningkatan pengguna internet di Indonesia yang merupakan potensi bagi pasar belanja *online*. Oleh karena itu, peluang tersebut dimanfaatkan oleh pelaku bisnis untuk menawarkan produknya melalui internet agar dapat meningkatkan pembelian impuls pada konsumen. Penelitian ini bertujuan untuk menguji pengaruh *adventure shopping*, *idea shopping*, *value shopping*, *social shopping* dan *relaxation shopping* pada pembelian impuls secara *online* di Yogyakarta. Objek penelitian ini adalah toko *online* secara umum. Sampel pada penelitian ini berjumlah 220 responden yang berdomisili di Yogyakarta dan pernah belanja secara *online*. Metode sampling yang digunakan adalah *non-probability sampling* dengan teknik *convenience sampling*. Metode pengumpulan data primer menggunakan kuesioner. Uji hipotesis pada penelitian ini menggunakan analisis regresi sederhana dengan menggunakan program SPSS 17 *for windows*. Hasil penelitian menunjukkan bahwa *adventure shopping*, *idea shopping*, *value shopping*, *social shopping* dan *relaxation shopping* berpengaruh positif pada pembelian impuls secara *online*.

Kata Kunci: *Adventure Shopping, Idea Shopping, Value Shopping, Social Shopping, Relaxation Shopping, Pembelian Impuls, Belanja Online.*

**EFFECT OF ADVENTURE SHOPPING, IDEA SHOPPING, VALUE SHOPPING, SOCIAL
SHOPPING AND RELAXATION SHOPPING ON IMPULSE BUYING ONLINE IN
YOGYAKARTA**

ABSTRACT

Online business is a new breakthrough in the marketing strategy. Advances in information technology in Indonesia have an impact on the development of an online business that is growing rapidly. Lately, many online shopping sites that sell a variety of consumer needs. This, supported by the large increase in internet users in Indonesia which is the market potential for online shopping. Therefore, these opportunities be utilized by businesses to offer their products via the Internet in order to increase consumer impulse purchases. The purpose of this research to examine the effect of adventure shopping, idea shopping, value shopping, social shopping and relaxation shopping on impulse buying online in Yogyakarta. The object of this research is an online store in general. The research samples are 220 respondents who live in Yogyakarta and ever shopping online. The sampling method used non-probability sampling with convenience sampling technique. Primary data of collection method using questionnaire. To test hypotheses, this research using simple regression analysis with SPSS program for windows 17. The research shows that the adventure shopping, idea shopping, value shopping, social shopping and relaxation shopping positive influence on impulse buying online.

Keywords: Adventure Shopping, Idea Shopping, Value Shopping, Social Shopping, Relaxation Shopping, Impulse Buying, Online Shopping.