

ABSTRACT

The studies on online consumer behavior is rising during COVID-19 pandemic, since the isolation encourages online shopping and shopping from home that often result in impulse buying. Hedonic shopping motivation is the strongest predictor of online purchase intentions, and it is strongly associated with online impulse buying behavior. This study aims to evaluate the role of hedonic shopping motivation (adventure, gratification, social, idea, role, and value shopping) to online impulse buying behavior in Indonesian university students. This research used an online survey with 364 university student participants (Male=127, Female=237). Data was collected by using Online Impulse Buying Scale and Hedonic Shopping Motivation Scale, and analyzed through multiple linear regression. The results show that adventure shopping, gratification shopping and idea shopping positively influences online impulse buying, whereas social shopping, value shopping and role shopping were not found to significantly influence online impulse buying.

Keywords: Online impulse buying, hedonic shopping motivation, consumer behavior, e-commerce shopping

Kajian mengenai perilaku konsumen *online* meningkat selama pandemi COVID-19, karena isolasi mendorong terjadinya belanja *online* dan belanja dari rumah yang mengakibatkan *online impulse buying*. *Hedonic shopping motivation* adalah prediktor terkuat dari *online purchase intentions*, dan sangat berkaitan dengan *online impulse buying*. Penelitian ini bertujuan untuk mengevaluasi peran *hedonic shopping motivation (adventure, gratification, social, idea, role, dan value shopping)* terhadap *online impulse buying* pada mahasiswa Indonesia. Penelitian ini menggunakan survei *online* dengan 364 partisipan mahasiswa (Laki-laki=127, Perempuan=237). Data dikumpulkan dengan menggunakan *Online Impulse Buying Scale* dan *Hedonic Shopping Motivation Scale*, dan dianalisis melalui regresi linier berganda. Hasil penelitian menunjukkan bahwa *adventure shopping, gratification shopping* dan *idea shopping* berpengaruh positif terhadap *online impulse buying*, sedangkan *social shopping, value shopping* dan *role shopping* tidak berpengaruh signifikan terhadap *online impulse buying*.

Kata kunci: *Online impulse buying, hedonic shopping motivation*, perilaku konsumen, e-commerce shopping