

ABSTRAK

Munculnya *Hedonic Shopping Motives* dapat mengubah perilaku berbelanja seseorang di luar dari intensitas kebutuhan sehingga menyebabkan perilaku *Impulsive Buying*. Perilaku *Impulsive Buying* yang di dorong oleh *Hedonic Shopping Motives* juga kerap di lakukan oleh mahasiswa. Mahasiswa yang masih dalam masa peralihan dan suka mencari kesenangan salah satunya dengan berbelanja di *e-commerce*. Penelitian ini memiliki tujuan untuk mengetahui pengaruh *Hedonic Shopping Motives* terhadap *Impulsive Buying* pada mahasiswa pengguna *E-commerce*. Jenis penelitian ini adalah kuantitatif non-eksperimental yang menjelaskan atau membuktikan hubungan atau pengaruh antar variabel independen dan dependen. Penelitian ini menggunakan sampel sebanyak 126 responden dimana penyebaran kuesioner dilaksanakan di sekitaran kota Bandung. Pengambilan sampel menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*. Alat ukur yang digunakan yaitu *Hedonic Shopping Motives* dengan *Impulsive Buying Tendency*. Analisis data menggunakan Analisis Regresi Linier Sederhana dengan menggunakan SPSS versi 25. Secara keseluruhan, *hedonic shopping motives* berpengaruh terhadap *impulsive buying* diikuti dengan dimensi yang berpengaruh secara signifikan. Hasil analisis yang didapat dalam penelitian ini adalah *Gratification Shopping*, *Idea Shopping Adventure Shopping*, *Social Shopping*, *Role Shopping*, *Value Shopping* berpengaruh signifikan terhadap *Impulsive Buying*.

Kata kunci: *Hedonic Shopping Motives*, *Impulsive Buying*, Pengguna *e-commerce*, Mahasiswa kota Bandung.

ABSTRACT

The emergence of Hedonic Shopping Motives can change a person's shopping behavior beyond the intensity of the need, causing Impulsive Buying behavior. Impulsive Buying behavior that is driven by Hedonic Shopping Motives is also often done by students. Students who are still in transition and like to find fun, one of them is shopping at e-commerce. This study aims to determine the effect of Hedonic Shopping Motives on Impulsive Buying on students using E-commerce. This type of research is a non-experimental quantitative that explains or proves the relationship or influence between the independent and dependent variables. This study used a sample of 126 respondents where the questionnaire was distributed around the city of Bandung. Sampling using non-probabilty sampling method with purposive sampling technique. The measuring instrument used is Hedonic Shopping Motives Scale and Impulsive Buying Tendency. Data analysis using Simple Linear Regression Analysis using SPSS version 25. Overall, hedonic shopping motives affect impulsive buying followed by a significantly influential dimension. The results of the analysis obtained in this study are Gratification Shopping, Idea Shopping Adventure Shopping, Social Shopping, Role Shopping, Value Shopping has a significant effect on Impulsive Buying.

Keywords: Hedonic Shopping Motives, Impulsive Buying, E-commerce users, Bandung city students.