

ABSTRAK

PENGARUH HEDONIC SHOPPING MOTIVES DAN FLASH SALE TERHADAP IMPULSE BUYING BEHAVIOR MELALUI POSITIVE EMOTION (Studi pada Konsumen Shopee Generasi Z di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung antara hedonic shopping motives terhadap impulse buying behavior, (2) pengaruh secara langsung antara flash sale terhadap impulse buying behavior, (3) pengaruh secara tidak langsung antara hedonic shopping motives terhadap impulse buying behavior melalui positive emotion (4) pengaruh secara tidak langsung antara flash sale terhadap impulse buying behavior melalui positive emotion. Teknik pengambilan sampel pada penelitian ini menggunakan non probability sampling dengan metode purposive sampling. Data diperoleh dengan melakukan penyebaran kuesioner secara online dan diisi oleh 110 responden. Analisis data menggunakan Partial Least Square (PLS) yang diolah menggunakan SmartPLS 4.0. Hasil Penelitian ini menunjukkan bahwa: (1) Hedonic shopping motives tidak berpengaruh terhadap impulse buying behavior, (2) Flash sale tidak berpengaruh terhadap impulse buying behavior, (3) Hedonic shopping motives berpengaruh terhadap impulse buying behavior dengan positive emotion memediasi penuh, (4) Flash sale berpengaruh terhadap impulse buying behavior dengan positive emotion memediasi penuh.

Kata Kunci: Hedonic Shopping Motives, Flash Sale, Impulse Buying Behavior, Positive Emotion

ABSTRACT

THE INFLUENCE OF HEDONIC SHOPPING MOTIVES AND FLASH SALE ON IMPULSE BUYING BEHAVIOR THROUGH POSITIVE EMOTION (Study of Generation Z Shopee Consumers in Yogyakarta)

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This research aims to analyze and provide empirical evidence : (1) the direct influence of hedonic shopping motives on impulse buying behavior, (2) the direct influence of flash sales on impulse buying behavior, (3) the indirect influence of hedonic shopping motives on impulse buying behavior through positive emotion (4) the indirect influence of flash sales on impulse buying behavior through positive emotion. The sampling technique in this research used non probability sampling with purposive sampling method. Data was obtained by distributing questionnaires online and filled in by 110 respondents. Data analysis uses Partial Least Square (PLS) which is processed using SmartPLS 4.0. The results of this research shows that: (1) Hedonic shopping motives have no effect on impulse buying behavior, (2) Flash sales have no effect on impulse buying behavior, (3) Hedonic shopping motives influences impulse buying behavior with positive emotion fully mediating, (4) Flash sales influence impulse buying behavior with positive emotion fully mediating.

Keywords: Hedonic Shopping Motives, Flash Sale, Impulse Buying Behavior, Positive Emotion