

ABSTRAK

Devi Nur Pujowati, Pengaruh penggunaan *Financial Technology* dan *Hedonic Shopping Motives* Terhadap *Impulse Buying*. Dibawah bimbingan Citra Nurhayati, S.E., MA.,Ak., CA.

Penelitian yang bertujuan untuk mengetahui pengaruh *financial technology* dengan menggunakan konstruk *Technology Acceptance Model* (TAM) dan *hedonic shopping motives* terhadap timbulnya pembelian tidak terencana atau *impulse buying*. Jenis penelitian ini menggunakan penelitian kuantitatif. Metode yang digunakan dalam penelitian ini adalah kuantitatif, dengan menggunakan data primer melalui penyebaran kuesioner yang disebarakan kepada responden. Teknik pengambilan sampel menggunakan purposive sampling dan dianalisis menggunakan analisis regresi linier berganda yang diolah menggunakan software SPSS versi 23. Hasil dari penelitian ini menunjukkan bahwa persepsi kemudahan penggunaan alat pembayaran *Financial Technology* berpengaruh signifikan terhadap *impulse buying*, persepsi kemanfaatan penggunaan alat pembayaran *Financial Technology* berpengaruh signifikan terhadap *impulse buying*, dan *hedonic shopping motives* berpengaruh signifikan terhadap *impulse buying*.

Kata kunci : technology acceptance model (TAM), hedonic shopping motives, impulse buying

ABSTRACT

Devi Nur Pujowati, Effects of the use of Financial Technology and Hedonic Shopping Motives on Impulse Buying. Under the guidance of Citra Nurhayati, S.E., MA., Ak., CA.

The research aims to determine the effect of financial technology using the construct of Technology Acceptance Model (TAM) and hedonic shopping motives on the emergence of unplanned purchases or impulse buying. This type of research uses quantitative research. The method used in this study is quantitative, using primary data through questionnaires distributed to respondents. The sampling technique uses purposive sampling and analyzed using multiple linear regression analysis processed using SPSS software version 23. The results of this study indicate that the perceived ease to use of Financial Technology payment instruments has a significant effect on impulse buying, the perception of the usefull of Financial Technology payment instruments has a significant effect on impulse buying, and hedonic shopping motives have a significant effect on impulse buying.

Keywords: technology acceptance model (TAM), hedonic shopping motives, impulse buying