

ABSTRACT

The Influence of Hedonic Shopping Motives, Fashion Involvement on Shopee's E-Commerce Impulse Buying

(Studies in Students of the Faculty of Economics and Business, University of Trunojoyo Madura)

Moh Rony, The Influence of Hedonic Shopping Motives, Fashion Involvement on Impulse Buying E-Commerce Shopee (Study on Students of the Faculty of Economics and Business, University of Trunojoyo Madura). Supervised by Bambang Setiyo Pembudi, SE., M.M.

This study aims to determine the effect of hedonic shopping motives, fashion, involvement on impulse buying e-commerce shopee (a study of students from the faculty of economics and business, Trunojoyo Madura University). The method used in this research is purposive sampling, namely the technique of determining the sample by considering certain criteria with a total sample of 97 respondents.

The results of this study indicate that 1) Hedonic Shopping Motives variables have a significant effect on impulse buying e-commerce shopee on students of the Faculty of Economics and Business. Based on the results of the T test table 4.14, it can be seen that the significance value of the Hedonic Shopping Motives variable is $0.003 < 0.05$ and the t count in the T test results table is $3.032 > 1.985$. So it can be concluded that H_0 is rejected and H_1 is accepted, which means that Hedonic Shopping Motives have a significant effect on impulse buying of Shopee e-commerce customers. 2) The fashion involvement variable has a significant effect on impulse buying of e-commerce shopee for students of the Faculty of Economics and Business. Based on the results of the T-test table 4.14, it can be seen that the significance value of the Fashion Involvement variable is $0.008 < 0.05$ and the t-count in the T-test coefficients table is $2.700 > 1.985$. so it can be concluded that H_0 is rejected and H_1 is accepted, which means that Fashion Involvement has a significant effect on impulse buying of Shopee e-commerce customers. 3) Variable Hedonic Shopping Motives, fashion involvement have a significant effect on impulse buying e-commerce shopee on students of the Faculty of Economics and Business. Based on the results of the F test, it can be seen that the value of the Hedonic shopping motivation and fashion involvement variables on impulse buying simultaneously has a significant effect, where the significance value is less than 0.05, which is 0.000 and the F value is greater than F table ($27.615 > 3.09$) shows that the relationship between the influence of hedonic shopping motivation and fashion involvement on impulse buying has a significant influence.

Keywords : Hedonic Shopping Motives, Fashion Involvement, Impulse Buying

ABSTRACT

Pengaruh *Hedonic Shopping Motives*, *Fashion Involvement* Terhadap *Impulse Buying E-Commerce* Shopee

(Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura)

Moh Rony, Pengaruh *Hedonic Shopping Motives*, *Fashion Involvement* Terhadap *Impulse Buying E-Commerce* Shopee (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Dibimbing Oleh Bambang Setiyo Pembudi, SE., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motives*, *fashion involvement* terhadap *impulse buying e-commerce* shopee (studi pada mahasiswa fakultas ekonomi dan bisnis universitas trunojoyo madura). Metode yang digunakan dalam penelitian ini adalah *purposive sampling* yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu dengan jumlah sampel sebanyak 97 responden.

Hasil penelitian ini menunjukkan bahwa 1) Variabel *Hedonic Shopping Motives* berpengaruh signifikan terhadap *impulse buying e-commerce* shopee pada mahasiswa Fakultas Ekonomi dan Bisnis. Berdasarkan hasil uji T tabel 4.14 hasil penelitian dapat diketahui bahwa nilai signifikansi variabel *Hedonic Shopping Motives* sebesar $0,003 < 0,05$ dan t hitung pada tabel hasil uji T *coefficients* sebesar $3,032 > 1,985$. Sehingga dapat diambil kesimpulan bahwa H_0 ditolak dan H_1 diterima, yang berarti bahwa *Hedonic Shopping Motives* berpengaruh signifikan terhadap *impulse buying* Pelanggan *e-commerce* Shopee. 2) Variabel *fashion involvement* berpengaruh signifikan terhadap *impulse buying e-commerce* shopee pada mahasiswa Fakultas Ekonomi dan Bisnis. Berdasarkan hasil uji T tabel 4.14 hasil penelitian dapat diketahui bahwa nilai signifikansi variabel *Fashion Involvement* sebesar $0,008 < 0,05$ dan t hitung pada tabel hasil uji T *coefficients* sebesar $2,700 > 1,985$. sehingga dapat diambil kesimpulan bahwa H_0 ditolak dan H_1 diterima, yang berarti bahwa *Fashion Involvement* berpengaruh signifikan terhadap *impulse buying* Pelanggan *e-commerce* Shopee. 3) Variabel *Hedonic Shopping Motives*, *fashion involvement* berpengaruh signifikan terhadap *impulse buying e-commerce* shopee pada mahasiswa Fakultas Ekonomi dan Bisnis. Berdasarkan Hasil Uji F hasil penelitian dapat diketahui bahwa nilai variabel *Hedonic shopping motivation* dan *fashion involvement* terhadap *impulse buying* secara bersamaan berpengaruh signifikan, dimana nilai signifikansi lebih kecil dari 0,05 yaitu sebesar 0,000 dan nilai hasil F Hitung lebih besar dari F_{tabel} ($27,615 > 3,09$) menunjukkan bahwa hubungan antara pengaruh *hedonic shopping motivation* dan *fashion involvement* terhadap *impulse buying* memiliki pengaruh yang signifikan.

Kata kunci : *Hedonic Shopping Motives*, *Fashion Involvement*, *Impulse Buying*