

ABSTRAK

NAUFAL LUTHFI ZARKASYI, 2022, PENGARUH *HEDONIC SHOPPING MOTIVATION* DAN *SOCIAL MEDIA MARKETING* TERHADAP *IMPULSE BUYING* (Studi Kasus pada Mahasiswa Muslim Universitas Siliwangi Pengguna *Marketplace*)

Perkembangan teknologi mendorong perubahan perilaku masyarakat dalam memenuhi kebutuhan, khususnya mahasiswa. Kegiatan jual beli konvensional berkembang menjadi *e-commerce* dengan hadirnya platform *marketplace*. Inovasi yang ditawarkan *marketplace* merubah perilaku konsumen menjadi konsumtif tanpa mempertimbangkan prinsip-prinsip konsumsi, ditambah penawaran dari strategi pemasaran masif untuk menarik minat konsumen, yang dapat menyebabkan perilaku *impulse buying*. Tujuan penelitian ini adalah untuk mengetahui bagaimana pengaruh *hedonic shopping motivation* dan *social media marketing* terhadap *impulse buying* pada Mahasiswa Muslim Universitas Siliwangi pengguna *marketplace*.

Penelitian ini menggunakan metode Kuantitatif, menggunakan teknik *purposive sampling* dengan jumlah reponden 130, yakni Mahasiswa Muslim Universitas Siliwangi pengguna *marketplace*. Teknik pengumpulan data yang digunakan adalah kuesioner menggunakan google form, dan teknik analisa data menggunakan, koefisien korelasi, koefisien regresi dan determinasi.

Hasil penelitian ini menjelaskan bahwa 1) Terdapat pengaruh *Hedonic Shopping Motivation* (X_1) terhadap *Impulse Buying* (Y) sebesar 18,8% 2) Terdapat pengaruh *Social Media Marketing* (X_2) terhadap *Impulse Buying* (Y) sebesar 3,5%. 3) Hasil penelitian diperoleh bahwa terdapat pengaruh antara *Shopping Motivation* (X_1) dan *Social Media Marketing* (X_2) terhadap *Impulse Buying* (Y) sebesar 19,1%. Dapat di simpulkan bahwa secara parsial *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying*, secara parsial *social media marketing* berpengaruh terhadap berpengaruh positif dan signifikan terhadap *impulse buying*, dan secara simultan *hedonic shopping motivation* dan *social media marketing* berpengaruh terhadap berpengaruh positif dan signifikan terhadap *impulse buying*.

Kata Kunci: *Hedonic Shopping Motivation, Social Media Marketing, Impulse Buying*

ABSTRACT

NAUFAL LUTHFI ZARKASYI, 2022, THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SOCIAL MEDIA MARKETING ON IMPULSE BUYING (Case Study on Muslim Students at Siliwangi University Marketplace)

Technological developments encourage changes in people's behavior in meeting needs, especially students. Conventional buying and selling activities have developed into e-commerce with the presence of a marketplace platform. The innovations offered by the marketplace change consumer behavior to become consumptive without considering the principles of consumption, plus offers from massive marketing strategies to attract consumer interest, which can lead to impulse buying behavior. The purpose of this study was to find out how the influence of hedonic shopping motivation and social media marketing on impulse buying for Muslim students at Siliwangi University using marketplace users.

This study uses a quantitative method, using a purposive sampling technique with a total of 130 respondents, namely Muslim students at Siliwangi University who are market users. The data collection technique used is a questionnaire using google form, and data analysis techniques using correlation coefficient, regression coefficient and determination.

The results of this study explain that 1) There is an effect of Hedonic Shopping Motivation (X_1) on Impulse Buying (Y) of 18.8%. 2) There is an influence of Social Media Marketing (X_2) on Impulse Buying (Y) of 3.5%. 3) The results showed that there was an influence between Shopping Motivation (X_1) and Social Media Marketing (X_2) on Impulse Buying (Y) of 19.1%. It can be concluded that partially hedonic shopping motivation has a positive and significant effect on impulse buying, partially social media marketing has a positive and significant effect on impulse buying, and simultaneously hedonic shopping motivation and social media marketing has a positive and significant effect on impulse buying.

Keywords: *Hedonic Shopping Motivation, Social Media Marketing, Impulse Buying*