

## **ABSTRACT**

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### **THE INFLUENCE OF SOCIAL MEDIA MARKETING, HEDONIC SHOPPING MOTIVATION, AND ELECTRONIC WORD OF MOUTH TOWARDS IMPULSE PURCHASES OF SHOPEE'S CUSTOMERS IN MEDAN**

(xvi+121 pages; 5 figures; 37 tables; 6 appendixes)

Social media marketing, Hedonic shopping motivations and electronic word of mouth have always been the major factors for customers upon making an impulse purchase. To realize whether these 3 factors will impact the impulse purchases of Shopee's customers in Medan, this research is required to be done.

This paper aims to research regarding the impacts that social media marketing, hedonic shopping motivation and electronic word of mouth has to a Shopee customer's impulse purchases. It also aims to see how these variables will simultaneously contribute to the impulse purchases of customers. The method applied in this study is quantitative data analysis in which data will be collected by providing online questionnaires in forms of Google Forms to Shopee's customers located in Medan, Indonesia. Convenience sampling method will be used and the sample will be distributed to whom the writer can easily distribute to. From the questionnaires distributed, 97 respondent's data were obtained and they will be processed with the SPSS statistical software program. Result shows that only hedonic shopping motivation will significantly impact the impulse purchases made by Shopee customers in Medan individually while the others will not much impact to impulse purchases, however, simultaneously, they will have an impact to impulse purchases.

**Keywords: Quantitative, Social Media Marketing, Electronic word of mouth, Hedonic shopping motivation, Impulse purchases.**

References: 41 (2016-2021)

## **ABSTRAK**

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### **PENGARUH SOSIAL MEDIA MARKETING, MOTIVASI BELANJA HEDONIC, DAN ELECTRONIC WORD OF MOUTH TERHADAP PEMBELIAN IMPULSE PELANGGAN SHOPEE DI MEDAN**

(xvi+121 pages; 5 figures; 37 tables; 6 appendixes)

Pemasaran media sosial, motivasi belanja Hedonis, dan berita elektronik dari mulut ke mulut selalu menjadi faktor utama bagi pelanggan saat melakukan pembelian impulsif. Untuk mengetahui apakah 3 faktor tersebut akan mempengaruhi pembelian impulsif pelanggan Shopee di Medan, maka perlu dilakukan penelitian ini.

Makalah ini bertujuan untuk meneliti tentang dampak pemasaran media sosial, motivasi belanja hedonis, dan berita elektronik word of mouth terhadap pembelian impulsif pelanggan Shopee. Hal ini juga bertujuan untuk melihat bagaimana variabel-variabel tersebut secara simultan akan berkontribusi terhadap pembelian impulsif pelanggan. Metode yang digunakan dalam penelitian ini adalah analisis data kuantitatif dimana data akan dikumpulkan dengan cara memberikan kuesioner online dalam bentuk Google Forms kepada pelanggan Shopee yang berlokasi di Medan, Indonesia. Metode convenience sampling akan digunakan dan sampel akan didistribusikan kepada siapa penulis dapat dengan mudah mendistribusikannya. Dari kuesioner yang disebar, diperoleh 97 data responden yang akan diolah dengan program software statistik SPSS. Hasil penelitian menunjukkan bahwa hanya motivasi belanja hedonis yang akan berpengaruh signifikan terhadap pembelian impulsif yang dilakukan oleh pelanggan Shopee di Medan secara individu sedangkan yang lainnya tidak akan banyak berpengaruh terhadap pembelian impulsif, namun secara simultan akan berdampak pada pembelian impulsif.

**Kata kunci: Kuantitatif, Pemasaran Media Sosial, Electronic Word of Mouth, Motivasi Belanja Hedonis, Pembelian Impuls.**

Referensi: 41 (2016-2021)