

ABSTRACT

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INFLUENCE OF HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, AND SALES PROMOTION TOWARDS IMPULSE PURCHASES OF SHOPEE CONSUMERS (STUDY AT UNIVERSITAS PELITA HARAPAN

(92 pages, 5 figures; 24 tables; 3 Appendices)

The fierce competition in the mobile communication industry is unstoppable. Therefore, businesses should be able to attract consumers and generate purchase intent. E-commerce company Shopee has successfully become the market leader in Indonesia. But as of the third quarter of 2019, Shopee had dropped to third place. The purpose of this study is to find out the factors that influence the Shopee purchase intention of Universitas Pelita Harapan students. The research data in this study was obtained through an online questionnaire survey of 170 respondents from the University of Pelita Harapan in Indonesia who are currently using Shopee. Data were analyzed in this study using quantitative methods of t-test and p-value and Smart PLS 3.0 one-tailed test. This study contains four hypotheses to understand the relationship between Shopee consumers' hedonic shopping motivation, shopping lifestyle, and impulse purchase promotions. As a result, three accepted hypotheses suggested a positive correlation between hedonic shopping motivation, shopping lifestyle, and merchandising and impulse buying, and one rejected hypothesis suggested no association between price and purchase intention.

Keywords: *Hedonic Shopping Motivation, Shopping Lifestyle, Sales Promotion, Impulse Purchases, Shopee consumers.*