

ABSTRACT

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THE INFLUENCE OF E-WORD OF MOUTH (E-WOM), HEDONIC SHOPPING MOTIVATION, AND SHOPPING LIFESTYLE TOWARDS IMPULSIVE BUYING FOR SHOPEE CUSTOMER IN MEDAN

(xviii+ 121 pages; 7 figures; 73 tables; 11 appendices)

Technological developments are growing every day resulting in life changes from offline to online. This development provides an opportunity for SHOPEE to make e-commerce a platform for selling products.

This study aims to determine whether E-WOM, Hedonic Shopping Motivation, and Shopping Lifestyle affect impulsive purchases for SHOPEE customers in Medan.

This research is a type of quantitative research and data collection uses a questionnaire distributed to SHOPEE customers in Medan as many as 100 samples. The sampling method used in this study is a non-probability method, especially snowball sampling. Analysis of research data using validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear tests, hypothesis test (t-test and f-test), and test the coefficient of determination.

The results of the study show that Hedonic Shopping Motivation and Shopping Lifestyle have a significant effect on Impulsive Buying, while E-Word of Mouth has no significant effect on Impulsive Buying. E-WOM, Hedonic Shopping Motivation, and Shopping Lifestyle have a 69.7% influence on Impulsive Buying.

The recommendation for SHOPEE is to build a bigger community by adding shopping conveniences such as loyalty programs, collaboration with products or brands, to discounts that make consumers happy in repurchasing products.

Keywords: E – Word of Mouth, Hedonic Shopping Motivation, Shopping Lifestyle, Impulsive Buying, SHOPEE

References: 39 (2017 – 2023)

ABSTRAK

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PENGARUH E-WORD OF MOUTH (E-WOM), MOTIVASI BELANJA HEDONIS, DAN GAYA HIDUP BELANJA TERHADAP PEMBELIAN IMPULSIF BAGI PELANGGAN SHOPEE DI MEDAN

(xviii+ 121 pages; 7 figures; 73 tables; 11 appendices)

Perkembangan teknologi yang semakin berkembang setiap hari mengakibatkan perubahan kehidupan dari offline menjadi online. Perkembangan tersebut memberi peluang bagi SHOPEE untuk menjadikan e-commerce sebagai platform untuk menjual produk.

Penelitian ini bertujuan untuk mengetahui apakah E – WOM, Motivasi Berbelanja Hedonis, dan Gaya Hidup Berbelanja terhadap pembelian impulsif bagi pelanggan SHOPEE di Medan.

Penelitian ini adalah jenis penelitian kuantitatif dan pengumpulan datanya menggunakan kuesioner yang disebarakan kepada pelanggan SHOPEE di Medan sebanyak 100 sampel. Metode pengambilan sample yang digunakan dalam penelitian ini adalah metode non – probabilitas, khususnya snowball sampling. Analisa data penelitian menggunakan uji validitas, uji reabilitas, uji normalitas, uji multikolinearitas, uji heterokedasitas, uji linear berganda, uji hipotesis (uji – t dan uji – f), dan uji koefisien determinasi.

Hasil dari penelitian menunjukkan bahwa Motivasi Berbelanja Hedonic dan Gaya hidup Berbelanja berpengaruh signifikan terhadap Pembelian Impulsif, sedangkan E – Word of Mouth tidak berpengaruh signifikan terhadap Pembelian Impulsif. E-WOM, Motivasi Berbelanja Hedonic, dan Gaya Hidup Berbelanja memiliki pengaruh 69.7% terhadap Pembelian Impulsif.

Rekomendasi untuk SHOPEE adalah membangun komunitas yang lebih besar dengan ditambahnya kemudahan berbelanja seperti loyalitas program, kolaborasi dengan produk atau brand, hingga discount yang membuat kesenangan konsumen dalam pembelian ulang produk.

Kata Kunci: *E – Word of Mouth, Motivasi Berbelanja Hedonis, Gaya Hidup Berbelanja, Pembelian Impulsif, SHOPEE*

References: 39 (2017 – 2023)