

## **Abstract**

The development of digital technology and the internet has given so significant impact on Indonesian society. In fact, the Internet has become an indispensable part. One business or trade using the internet as a medium facility is with the advent of e-commerce. One example of e-commerce business in Indonesia is famous online store Zalora.co.id. The emergence of online stores also support the advancement of the fashion trends in Indonesia. Even through fashion, one can show their social status to others, do not know or do not care. Consumers who shop fashion products tend to make a purchase based on the motivation of expenditure. Hedonic shopping motivation is one of the shopping motivations that encourage unplanned purchases or impulse buying process. This research was conducted on Consumer Zalora.co.id ever make a purchase. This research aims to see the hedonic shopping motivation influence impulse buying process in online purchases.

In this study, data were collected with a questionnaire to 100 respondents with a sampling technique is purposive sampling, which aims to determine the respondents to each variable. With menggunakan descriptive data analysis techniques and using simple linear regression.

Based on the results of a simple linear regression analysis is  $Y = 0.941 + 0.763X$ . Hedonic shopping motivation has a value of 0.763 against impulse buying process on the online store Zalora.co.id. T test results prove the independent variables (hedonic shopping motivation) has an influence on the dependent variable (impulse buying process) on Zalora.co.id. The coefficient of determination (adjusted R<sup>2</sup>) obtained amounted to 54.61% while the remaining 45.39% influenced by other factors not examined in this study.

Hedonic shopping motivation and impulse buying process on Zalora.co.id included in both categories. Where Zalora.co.id able to facilitate consumers who have owned Hedon shopping motivations of consumers thereby creating impulsively buying process. Based on the great influence, it turns hedonic shopping motivation contributed by 54.61% in influencing impulse buying process on Zalora.co.id.

**Keywords:** Hedonic Shopping Motivation, Impulse buying process, Zalora.co.id