

ABSTRACT

The development of advanced technology and the new findings in the wireless technology allows users to access e-commerce not only by computer but also by the devices wireless. Rapid growth mobile phone which combined with the development of wireless technology made m-commerce as an important part of business strategy. . Line tasted the realm of m-commerce in Indonesia with discount shopping programs through online account Shopping. Until now, the Line Shopping is the only online biggest buyer community in Indonesia. Utilitarian and hedonic shopping motivation needs to understand by consumers in way to determining preference (options) of product. The purpose of this study is to find how big the influence of hedonic and utilitarian shopping motivation to online consumer preference of line shopping. In this study, data were collected by questionnaire to 384 respondents with purposive sampling technique, which aims to determine the respondents to each variable. By using descriptive data analysis techniques and using multiple linear regression. This research uses the classical assumption test as normality test, heteroscedasticity, multicollinearity test, and the linearity test. While, the analytical techniques used are multiple regression analysis with a significance level of 0.05. Based on statistical analysis, showed that the normal distribution of data, there is no heteroscedasticity and multicollinearity problems, as well as the relationship between variables is linear. Based on the analysis we can conclude that the utilitarian and hedonic shopping motivations influence simultaneously toward online purchasing preferences, amounting to 0,584 or in the quite high category. The analysis also showed that that the utilitarian and hedonic shopping motivations partialy effect on online purchasing preferences.

Keywords: utilitarian shopping motivation, hedonic shopping motivation, online consumer preference, Line Shopping