

ABSTRACT

Currently, it is made easier for consumers by the presence of e-commerce as a medium for purchasing products and services. Many business people also use this to run their business in e-commerce. Shopee is the platform most visited by people in Indonesia in 2023. Many factors can influence purchasing decisions such as Sales Promotion, Utilitarian, Self Esteem, Hedonic Motive. As a businessman, you must know what factors most influence consumers so you can create the right marketing strategy.

The aim of this research is to find out how Sales Promotion, Utilitarian, Self-Esteem and Hedonic Motive are at Shopee; Sales Promotion on Purchase Decision; Utilitarian, Self-Esteem and Hedonic Motives on Purchase Decisions; Sales Promotion on Impulse Buying; Utilitarian, Self-Esteem and Hedonic Motives towards Impulse Buying; Sales Promotion on Behavioral Intention; Utilitarian, Self-Esteem and Hedonic Motive on Behavioral Intention; Sales Promotion, Utilitarian, Self Esteem, Hedonic Motive on Purchase Decision with Impulse Buying and Behavior Intention as Intervening Variables in Shopee E-Commerce

This research uses quantitative methods with descriptive research type, using a Likert measurement scale. The population in this study were users of the Shopee e-commerce application in Indonesia and generation Z born from 1997 to 2012. Data collection used a survey with 285 respondents. The sampling technique used is non-probability sampling. The data analysis method used is Structural Equation Modeling (SEM) and data processing is carried out using SmartPLS.

The results of this research are (1) Sales Promotion in the good category (2) Utilitarian, Self-Esteem and Hedonic Motive behavior in the good category (3) Sales Promotion has a positive effect on Purchase Decision (4) Utilitarian, Self-Esteem and Hedonic Motive have an effect positive effect on Purchase Decision (5) Sales Promotion has a positive effect on Impulse Buying (6) Utilitarian, Self-Esteem and Hedonic Motive have a positive effect on Impulse Buying (7) Sales Promotion has a positive and significant effect on Behavior Intention. (8) Utilitarian, Self-Esteem and Hedonic Motive have a positive influence on Behavior Intention (9) The highest influence is Self Esteem Motive on Purchase Decision through Behavior Intention.

This research implications shows that companies can utilize the Self Esteem Motive to improve Purchase Decisions. Companies can use algorithms to provide personalized product recommendations based on consumer preferences and needs. By providing a shopping experience that suits consumers' level of self-esteem, such as offering desired products, companies can improve Purchase Decisions. This approach can also help increase consumer satisfaction, making them feel that they are doing a great job when it comes to shopping.

Keywords: Sales Promotion, Utilitarian, Self Esteem, Hedonic Motive, Behavior Intention, Impulse Buying, Purchase Decision