

ABSTRACT

The increasing sophistication of digital technology, high internet users, and mobile technologies will have an impact on the increasing number of e-commerce actors with the kind of diverse products and services. Industry online business (e-commerce) is growing remarkably in Indonesia. Online shopping activities and products offered vary, tailored to the needs of its target audience, one of which is an online store Lazada Indonesia. At the time consumers make a purchase at the online store is usually the presence of a hedonic motivation and consumers see the product it will cause impulse buying is to buy a product without prior planning. This study aims to determine the effect of hedonic shopping motivation which consists of five dimensions of the adventure of shopping, shopping value, the idea of shopping, social shopping and shopping simultaneous relaxation, partial, and the extent of influence hedonic shopping motivation to impulse buying in Lazada Indonesia.

The method used is descriptive and causal. The population in this study are all consumers who have ever made a purchase through the online store Lazada Indonesia. Samples taken in this study were 100 respondents using accidental sampling technique. This study uses multiple regression analysis and using a hypothesis test, t test, F test, and the coefficient of determination using IBM SPSS 13.

Based on the results of multiple regression analysis obtained equation is $Y = 0.721 + 0.350 (X1) + 0.013 (X2) + 0,462 (X3) + 0.039 (X4) - 0,045 (X5)$. Based on these equations shopping adventure variables (X1) of 0.350, value shopping (X2) amounted to 0,013, the idea of shopping (X3) amounted to 0,462, a social shopping (X4) amounted to 0,039, relaxation shopping (X5) of -0.045. The coefficient of determination obtained at 0.801 or 80.1%, impulse buying can be explained by the variable adventure shopping, shopping value, the idea of shopping, social shopping and shopping relaxation, while 19.9% is explained by other variables that are not described in this study.

Keywords: Hedonic Shopping Motivation, Impulse Buying.