

**PENGARUH MOTIVASI BELANJA HEDONIS DAN PROMOSI
PENJUALAN TERHADAP PEMBELIAN IMPULSIF KONSUMEN
MARKETPLACE SHOPEE PADA GENERASI Z DI KOTA SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi belanja hedonis dan promosi penjualan secara parsial dan simultan terhadap pembelian impulsif konsumen *marketplace* Shopee pada generasi Z di kota Singaraja. Jenis penelitian ini adalah penelitian kausal dengan pendekatan kuantitatif. Populasi yang digunakan adalah konsumen *marketplace* Shopee generasi Z di kota Singaraja. Penarikan sampel yang digunakan adalah teknik *accidental sampling*, maka sampel yang digunakan sebanyak 130 responden. Metode pengumpulan data menggunakan metode observasi dan kuesioner (angket). Pengolahan data menggunakan bantuan program *Statistical Package for The Sosial Science* (SPSS) versi 27. Teknik analisis data yang digunakan analisis regresi linier berganda dengan uji hipotesis secara parsial (uji t) dan simultan (uji F). Hasil penelitian ini menunjukkan bahwa (1) motivasi belanja hedonis berpengaruh positif dan signifikan secara parsial terhadap pembelian impulsif konsumen *marketplace* Shopee pada generasi Z di kota Singaraja, (2) promosi penjualan berpengaruh positif dan signifikan secara parsial terhadap pembelian impulsif konsumen *marketplace* Shopee pada generasi Z di kota Singaraja, dan (3) motivasi belanja hedonis dan promosi penjualan berpengaruh positif dan signifikan secara simultan terhadap pembelian impulsif konsumen *marketplace* Shopee pada generasi Z di kota Singaraja.

Kata kunci: motivasi belanja hedonis, promosi penjualan, pembelian impulsif.

***THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SALES
PROMOTIONS ON IMPULSIVE PURCHASES AMONG SHOPEE
MARKETPLACE CONSUMERS OF GENERATION Z IN SINGARAJA CITY***

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ABSTRACT

This research aims to determine the influence of hedonic shopping motivation and sales promotions, both partially and simultaneously, on the impulsive purchases of Shopee marketplace consumers of Generation Z in Singaraja city. This type of research is causal with a quantitative approach. The population used is Shopee marketplace consumers of Generation Z in Singaraja city. The sampling technique used is accidental sampling, resulting in a sample of 130 respondents. Data collection methods include observation and questionnaires (surveys). Data processing is assisted by the Statistical Package for The Social Sciences (SPSS) version 27 program. The data analysis technique used is multiple linear regression analysis with partial hypothesis testing (t-test) and simultaneous hypothesis testing (F-test). The results of this study indicate that (1) hedonic shopping motivation has a positive and significant partial effect on impulsive purchases of Shopee marketplace consumers of Generation Z in Singaraja city, (2) sales promotions have a positive and significant partial effect on impulsive purchases of Shopee marketplace consumers of Generation Z in Singaraja city, and (3) hedonic shopping motivation and sales promotions have a positive and significant simultaneous effect on impulsive purchases of Shopee marketplace consumers of Generation Z in Singaraja city.

Keywords: hedonic shopping motivation, sales promotions, impulsive purchases.