

IMPULSE BUYING IN ONLINE STORE
(Study Case Shopping Online In Shopee Via Facebook And Instagram)

By Eko Yeni Prasetyo

Abstract

This research is a quantitative study that aims to determine the influence of hedonistic shopping motives, shopping lifestyle, trust in impulse buying. The population in the study was a society in Serua, Ciputat. The sample size took as many as 75 respondents, with non probability sampling methods purposive sampling. The group of data is done by the dissemination of the questionnaire. The analytical technique used is the method of analysis of PLS (Partial Least Square). The results of this study showed that (1) Hedonistic shopping motives has a significant effect on impulse buying with a line coefficient value of 0.513. (2) Shopping lifestyle has a significant effect on impulse buying with a line coefficient value of 0.912. (3) Trust has no significant influence on impulse buying with line coefficient value of -0.498.

Keywords; Hedonistic Shopping Motives, Shopping Lifestyle, Trust, Impulse buying.

IMPULSE BUYING DI TOKO ONLINE
(Study Kasus Belanja Online Di Shopee Melalui Facebook Dan Instagram)

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh hedonis shopping motives, shopping lifestyle, kepercayaan terhadap *impulse buying*. Populasi dalam penelitian ini adalah masyarakat di kelurahan Serua, Ciputat. Ukuran sampel di ambil sebanyak 75 orang responden, dengan metode non probability sampling khususnya purposive sampling. Poengumpulan data dilakukan dengan penyebaran kuisisioner. Teknik analisis yang digunakan adalah metode analisis PLS (Partial Least Square). Hasil penelitian ini menunjukkan bahwa (1) hedonis shopping motives memiliki pengaruh signifikan terhadap *impulse buying* dengan nilai koefisien jalur sebesar 0,513. (2) shopping lifestyle memiliki pengaruh signifikan terhadap *impulse buying* dengan nilai koefisien jalur sebesar 0,912. (3) kepercayaan tidak memiliki pengaruh signifikan terhadap *impulse buying* dengan nilai koefisien jalur sebesar -0,498.

Kata Kunci; Hedonis Shopping Motives, Shopping Lifestyle, Kepercayaan, *Impulse buying*.