

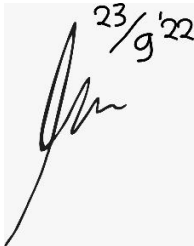
# ANALISIS *HEDONIC SHOPPING MOTIVATION* SEBAGAI BENTUK PERILAKU KONSUMEN SLEMAN CITY HALL

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## Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan terkait *hedonic shopping motivation* pada pusat perbelanjaan Sleman City Hall. Dalam penelitian ini menggunakan pendekatan kuantitatif. Metode pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel 114 responden yang pernah berbelanja di Sleman City Hall. Sumber data dalam penelitian ini adalah data primer dan data sekunder. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner yang di sebar melalui *google form* dan telah diuji validitas dan realibilitasnya. Teknik analisis data yang digunakan yaitu analisis deskriptif yang terdiri dari deskriptif responden dan deskriptif variabel, uji instrumen yaitu uji validitas dan uji reliabilitas, serta *arithmetic mean* (rata-rata hitung), dengan bantuan program *SPSS for windows* versi 25.0. Hasil analisis data yang telah dilakukan menghasilkan nilai rata-rata hitung dari setiap indikator. Variabel *hedonic shopping motivation* terdiri dari indikator *adventure shopping* dengan nilai rata-rata hitung 2,71 (S), *social shopping* dengan nilai rata-rata hitung 2,71 (S), *gratification shopping* dengan nilai rata-rata hitung 2,68 (S), *idea shopping* dengan nilai rata-rata 2,39 (S), *role shopping* dengan nilai rata-rata 2,87 (S), *value shopping* dengan nilai rata-rata 3,17 (S). Dan nilai rata hitung variabel *hedonic shopping motivation* sebesar 2,76 (S). Hal ini menunjukkan bahwa konsumen Sleman City Hall menerapkan *hedonic shopping motivation* dengan nilai rata-rata hitung 2,76 (S), artinya setuju bahwa *hedonic shopping motivation* adalah sebagai bentuk perilaku konsumen dalam melakukan pembelian produk di Sleman City Hall.

**Kata Kunci:** *Hedonic Shopping Motivation*



## **HEDONIC SHOPPING MOTIVATION ANALYSIS AS A FORM OF CONSUMER BEHAVIOR IN SLEMAN CITY HALL**

**Rena Rifulsa**

### ***Abstract***

*This study aims to determine the application of hedonic shopping motivation in the Sleman City Hall shopping center. In this study using a quantitative approach. The sampling method used purposive sampling technique with a sample of 114 respondents who had shopped at Sleman City Hall. Sources of data in this study are primary data and secondary data. The data collection technique in this study used a questionnaire distributed via google form and has been tested for validity and reliability. The data analysis technique used is descriptive analysis consisting of descriptive respondents and descriptive variables, instrument tests which are validity and reliability tests, and arithmetic mean (calculated average), with the help of SPSS for windows version 25.0 program. The results of the data analysis that have been carried out have resulted in the calculated average value of each indicator. The hedonic shopping motivation variable consists of adventure shopping indicators with an average value of 2.71 (S), social shopping with an average value of 2.71 (S), gratification shopping with an average value of 2.68 (S). ), idea shopping with an average value of 2.39 (S), role shopping with an average value of 2.87 (S), value shopping with an average value of 3.17 (S). And the average value of the hedonic shopping motivation variable is 2.76 (S). This shows that Sleman City Hall consumers apply hedonic shopping motivation with an average value of 2.76 (S), which means they agree that hedonic shopping motivation is a form of consumer behavior in purchasing products at Sleman City Hall.*

**Keywords:** *Hedonic Shopping Motivation*

