

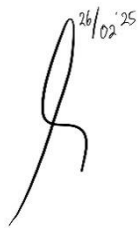
PENGARUH *HEDONIC SHOPPING MOTIVATION* DAN *SALES PROMOTION* TERHADAP *IMPULSE BUYING* PADA GENERASI Z PENGGUNA TIK-TOK SHOP DI YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *hedonic shopping motivation* dan *sales promotion* terhadap *impulse buying* pada generasi z di Yogyakarta. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *non probability sampling* dan sampel yang digunakan berjumlah 102 responden yang memenuhi kriteria tertentu, yaitu berusia minimal 18 tahun dan maksimal 27 tahun, pernah melakukan transaksi pembelian minimal pertama kali melalui tik-tok shop dan berdomisili di Yogyakarta. analisis deskriptif, pengujian instrumen meliputi uji validitas dan reliabilitas, uji asumsi klasik meliputi normalitas, linearitas, heteroskedastisitas, dan multikolinearitas. Pengujian hipotesis dalam penelitian ini adalah uji t dan uji F. Koefisien determinasi digunakan untuk mengukur seberapa besar variabel bebas mempengaruhi variabel terikat. Teknik analisis data yang digunakan adalah regresi linier berganda dengan menggunakan *software IBM SPSS Statistic* versi 27. Hasil penelitian ini menunjukkan bahwa *hedonic shopping motivation* dan *sales promotion* berpengaruh positif terhadap *impulse buying*. Selanjutnya *hedonic shopping motivation* dan *sales promotion* secara bersama-sama berpengaruh positif terhadap *impulse buying*.

Kata Kunci: *Hedonic Shopping Motivation, Sales Promotion, Impulse Buying.*

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THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SALES PROMOTION ON IMPULSE BUYING AMONG GENERATION Z USERS OF TIKTOK SHOP IN YOGYAKARTA

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Abstract

This research examines the influence of hedonic shopping motivation and sales promotion on impulse buying among Generation Z in Yogyakarta. This study utilized primary data collected through questionnaires that had been tested for validity and reliability. The sampling technique employed was non-probability sampling, with a sample size of 102 respondents who met specific criteria: aged between 18 and 27 years, had made at least one purchase transaction through TikTok Shop, and resided in Yogyakarta. Data analysis included descriptive analysis, instrument testing (validity and reliability), classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity), and hypothesis testing (t-test and F-test). The coefficient of determination was used to measure the extent to which independent variables influenced the dependent variable. The data analysis technique was multiple linear regression with IBM SPSS Statistics version 27 software. The results of this study indicate that hedonic shopping motivation and sales promotion positively influence impulse buying. Furthermore, hedonic shopping motivation and sales promotion jointly positively influence impulse buying.

Keywords: Hedonic Shopping Motivation, Sales Promotion, Impulse Buying.