

## ABSTRAK

Berbelanja secara *online* menjadi tren terbaru dalam alternatif masyarakat Indonesia untuk melakukan pembelian barang maupun jasa. Konsumen sering bertindak secara *impulsif* ketika membuat keputusan pembelian *online*. Menurut penelitian yang dilakukan oleh Khairunissa (2014) masyarakat yang memiliki akun Instagram cenderung berperilaku konsumtif karena adanya sebuah dorongan yang membuat mereka melakukan *Impulse Buying*. Ada banyak sebab yang dapat mempengaruhi perilaku *Impulse Buying*. Berdasarkan penelitian Paramitha *et. al* (2014) dan Ozen dan Engizek (2013), salah satu sebab yang dapat mempengaruhi perilaku *Impulse Buying* adalah motivasi belanja hedonis.

Penelitian ini bertujuan untuk membuktikan pengaruh dimensi motivasi hedonis yaitu *Adventure Shopping*, *Value Shopping*, *Idea Shopping*, *Social Shopping*, *Relaxation Shopping* terhadap *Impulse Buying* konsumen *online* di Instagram.

Responden dari penelitian ini adalah sebanyak 100 orang Mahasiswa di Jakarta yang pernah berbelanja *online* di Instagram. Teknik sampling dari penelitian ini adalah *Sampling Purposive* dan metode analisis data yang digunakan adalah analisis regresi linear berganda diolah secara kuantitatif.

Berdasarkan hasil analisis regresi linear berganda diperoleh hasil bahwa *Adventure Shopping* memiliki pengaruh positif secara signifikan terhadap *Impulse Buying* konsumen *online* di Instagram, dengan nilai *t* hitung adalah 2,271, sedangkan *Value Shopping* dengan nilai *t* hitung 1,186, *Idea Shopping* dengan nilai *t* hitung 1,195, *Relaxation Shopping* dengan nilai *t* hitung 1,637 tidak memiliki pengaruh positif yang signifikan terhadap *Impulse Buying*. Variabel *Social Shopping* dengan *t* hitung -0,017 tidak memiliki pengaruh negatif yang signifikan terhadap *Impulse Buying*. Sedangkan secara simultan, variabel *Adventure Shopping*, *Value Shopping*, *Idea Shopping*, *Social Shopping* dan *Relaxation Shopping* dengan *f* hitung 3,684 memiliki pengaruh positif secara signifikan terhadap *Impulse Buying Tendency* konsumen *online store* di Instagram.

Pengusaha *online store* di Instagram sebaiknya memberikan layanan yang dapat membuat Mahasiswa di Jakarta merasa nyaman ketika berbelanja *online* di Instagram dari proses memilih produk yang akan dibeli hingga proses pembayaran terhadap produk tersebut.

**Kata Kunci:** *Motivasi belanja hedonis, impulse buying, online shopping*

## ABSTRACT

Shopping online become a new trend as a choice for Indonesia's people to buy good or service. Consumer doing impulsif when make online purchasing decision. Based on Khairunissa (2014) research, people who have a Instagram's account tend to behave consumptive because there is a push them to do impulse buying. There are many reason which can affect impulse buying behavior. Based on Paramita et. al (2014) and Ozen & Engizek (2013) research, the reason which can affect impulse buying behavior was hedonic motivation dimension.

The purpose of this research is to prove the effect of hedonic dimension motivation which is Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping, Relaxation Shopping towards online consumer Impulse Buying in Instagram.

The respondents of this research is 100 college students in Jakarta that has been shopping online in Instagram. Sampling techniques of this research is Purposive Sampling and methods of data analysis used is multiple linear regression analysis analyzed quantitatively using IBM SPSS 20 program.

The results of the multiple linear regression analysis is Adventure Shopping has a positive impact significantly towards Impulse Buying online consumer in Instagram, with t value is 2,271, while the t value of Value Shopping is 1,186, Idea shopping with the t value is 1,195, the t value of Relaxation Shopping is 1,637 doesn't has significant positive impact towards Impulse Buying. Social Shopping, with t value is -0,017 doesn't have a significant negative impact towards Impulse Buying. While simultaneously, variable Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping and Relaxation Shopping with f value is 3,684 has positive impact significantly towards online store consumer Impulse Buying Tendency in Instagram.

Based on the results of the research, online store entrepreneurs in Instagram should providing service which can make students in Jakarta feel cozy when shopping online in Instagram, from choosing product's process to payments for product's process.

**Keywords:** *hedonic shopping motivation, impulse buying, online shopping*