

ABSTRACT

Nowadays, technology of information in Indonesia is growing can be seen from many innovations that made by Indonesian people specifically in use of the internet facilities. Internet is an important role in support of the development of e-commerce of the sale and purchase online transactions. Appearance of the online shops in Indonesia make people have a hedonic motivations in shopping supported by adventure shopping, idea shopping, value shopping, social shopping, and relaxation shopping dimension that cause impulse buying on online shop Mataharimall.com

This study is causal descriptive research that use quatitative approach method. The population in this study is mataharimall.com's consumers but it is not known exactly how many Mataharimall.com's consumer, so that the sampling technique used is non-probablity sampling with convenience sampling analysis technique with samples 400 respondents using Likert scale 4 points. Method of data collection distributed online questionnaires. Data processing was done by multiple regression analysis to test the hypothesis simultaneously and partially.

The result of this study shows that consumer had a good response to hedonic shopping motivations and impulse buying. Simultaneously hedonic shopping motivations has significant effect to impulse buying 39.9%. Adventure shopping, value shopping, social shopping and relaxation shopping have significant effect to impulse buying partially, while idea shopping has not significant effect to impulse buying partially on Mataharimall.com

Keywords: *Hedonic Shopping Motivation, Impulse Buying,, E-Commerce*