

## ABSTARCT

*In this evolving era, the technology also grows increasedly and it makes the internet is one of the thing people need. The internet is used for variety study, one of the study is to examine online shopping. In Indonesia, one of e-commerce that has the most visitors is Tokopedia. All promotions, offerings, free shipping terms and also ease of use when using Tokopedia, it can make people grow in hedonic shopping's nature. The hedonic shopping is supported by adventure shopping, idea shopping, value shopping, social shopping and relaxation shopping perspective, which means people can buy everything they want even they don't need them without planning and it calls impulse buying which happens when people do window shopping.*

*The purpose of this research is to know the view of Telkom University student about hedonic shopping motivation and impulse buying at Tokopedia and to find out how much influence of hedonic shopping motivation on impulse buying simultaneously and partially on Tokopedia.*

*This research is causal quantitative research. This research used non-probability sampling technique with purposive sampling to 385 respondents. This research used an online survey with Likert scale for the measurement.*

*The results of multiple regression showed the equation is  $Y = 3.609 + 0.364X1 + 0.343X2 - 0.254X3 - 0.231X4 + 1.632X5$ . The coefficient of determination obtained is 72.0% while the remaining 28.0% influenced other factors not examined in this study.*

*The results of data processing obtained response results on variables hedonic shopping motivation including the high criteria with a percentage of 71.8% and the variable impulse buying including at very high criteria with a percentage of 86.8%. In test f or simultaneous test showed there is a simultaneous influence of hedonic shopping to impulse buying significantly. Partially, there is a significant influence from three indepent variables to impulse buying, which are adventure/explore shopping, idea shopping, and relaxation shopping. And there are insignificant influences from two independent variables to impulse buying, which value shopping and social shopping but on social shopping has a negative effect.*

*Keywords: Hedonic Shopping Motivation, Impulse Buying, Tokopedia*