

ABSTRACT

The development of the internet is increasingly followed by more and more internet users and the growth of online businesses is also increasing, especially in e-commerce. E-commerce introduces a new lifestyle to people, namely online shopping. Shopee is the most frequently visited and used e-commerce site by the Indonesian people. Shopee is also Generation Z's favorite e-commerce platform because of its characteristics, such as the love to find new things online and being more digitally literate. When using the Shopee application to shop, a person can make impulsive purchases because it is easy for customers to obtain information about various things through e-commerce and satisfy hedonistic desires. After all, consumers consider shopping a pleasure when what they need before is not met. In addition, positive emotions can also stimulate people to make impulse purchases because they describe someone feeling enthusiastic when shopping.

This study aims to test the influence of Hedonic Shopping Motivation on Impulse Buying, with Positive Emotions as a mediating variable.

This study uses a quantitative method with a purposive sampling technique. The population and sample used in this study are Generation Z, who are Shopee application users in Indonesia and have made purchases at Shopee. The data obtained from the online distribution of the questionnaire was 310 respondents. The data analysis technique used in this study is PLS-SEM.

The result of this study is that Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying through Positive Emotions

Based on the results of the research, the author suggested that Shopee conduct open-ended questions or provide online questionnaires to find out about designs that are attractive and desired by customers and then apply them to the design of Shopee's e-commerce User Interface (UI) and more customer-oriented and Shopee can improve services to share experiences such as community features.

Keywords: hedonic shopping motivation, positive emotions, impulse buying, Shopee, generation Z