

## ABSTRAK

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Program Studi : Manajemen  
Judul : Pengaruh *Hedonic Shopping Motivation* Terhadap *Impulse Buying Gen Z* Pada Platform Marketplace Shopee

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Hedonic Shopping Motivation* terhadap *Impulse Buying Gen Z* pada Platform Marketplace Shopee. Terhadap mahasiswa generasi Z fakultas ekonomi dan bisnis Universitas Malikussaleh. Data primer dalam penelitian ini diambil melalui metode wawancara dan menyebarkan kuesioner sebagai instrumen pengumpulan data dan data sekunder yang diperoleh dari jurnal dan media internet. Populasi dalam penelitian ini adalah sebanyak 98 responden Gen Z. Pada penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda, uji asumsi klasik, uji instrumen, pengujian hipotesis, dan koefisien determinasi menggunakan software SPSS versi 24.0. Hasil penelitian ini menunjukkan bahwa secara simultan *social shopping*, *adventure shopping*, *value shopping* tidak berpengaruh positif dan signifikan terhadap pembelian impulsif di platform marketplace shopee dan *relaxation shopping* serta *idea shopping* berpengaruh positif dan signifikan terhadap pembelian impulsif pada platform marketplace shopee. Secara parsial, masing-masing variabel yaitu *relaxation shopping*, dan *idea shopping* berpengaruh positif dan signifikan terhadap pembelian impulsif Gen Z pada platform marketplace shopee. Nilai *Adjusted R Square* sebesar 0,816 yang diperoleh variabel dapat dijelaskan oleh variabel independen yaitu *social shopping*, *adventure shopping*, *value shopping*, *relaxation shopping* dan *idea shopping* sebesar 80,6% sedangkan sisanya sebesar 19,4% dapat dijelaskan oleh variabel lain yang tidak dianalisis oleh penelitian ini.

**Kata kunci:** *Social Shopping, Adventure Shopping, Value Shopping, Relaxation Shopping, Idea Shopping, Impulse Buying*

## **ABSTRACT**

Name : Rachmat Al Fadjri  
Study Program : *Management*  
Title : *The Influence of Hedonic Shopping Motivation on Gen Z's Impulse Buying on the Shopee Marketplace Platform*

*The purpose of this study is to determine and analyze the effect of Hedonic Shopping Motivation on Gen Z's Impulse Buying on the Shopee Marketplace Platform. To Generation Z students of the faculty of economics and business, Malikussaleh University. Primary data in this study were taken through interview methods and distributed questionnaires as data collection instruments and secondary data was obtained from journals and internet media. The population in this study was 98 Gen Z respondents. This study used a quantitative approach with multiple linear regression analysis, classical assumption tests, instrument tests, hypothesis testing, and coefficients of determination using SPSS software version 24.0. The results of this study show that simultaneously social shopping, adventure shopping, and value shopping do not have a positive and significant effect on impulse purchases on the shopee marketplace platform, and relaxation shopping and idea shopping have a positive and significant effect on impulse purchases on the shopee marketplace platform. Partially, each variable, namely relaxation shopping, and idea shopping, has a positive and significant effect on Gen Z's impulse purchases on the Shopee marketplace platform. The Adjusted R Square value of 0.816 obtained by variables can be explained by independent variables, namely social shopping, adventure shopping, value shopping, relaxation shopping, and idea shopping by 80.6% while the remaining 19.4% can be explained by other variables that are not analyzed by this research*

**Keywords:** *Social Shopping, Adventure Shopping, Value Shopping, Relaxation Shopping, Idea Shopping, Impulse Buying*