

## ABSTRAK

Nama : Rysa Novita  
Program Studi : Manajemen  
Judul : Peran nilai belanja *utilitarian* dan *hedonic* dalam meningkatkan *Repurchase Intention* melalui pembelian *online impulsif* pada *e-commerce*

Penelitian ini bertujuan untuk menganalisis pengaruh *Utilitarian Value* dan *hedonic value* terhadap *Repurchase Intention* melalui *Impulsive Buying Online* sebagai variabel intervening pada konsumen e-commerce di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Utilitarian Value* dan *hedonic value* tidak berpengaruh signifikan terhadap *impulsive buying online*. Selanjutnya, *Impulsive Buying Online* dan *Utilitarian Value* berpengaruh positif dan signifikan terhadap *repurchase intentionn*. Sebaliknya, *hedonic value* tidak berpengaruh signifikan terhadap *repurchase intentionn*. Hasil pengujian mediasi menunjukkan bahwa *Impulsive Buying Online* tidak mampu memediasi pengaruh *Utilitarian Value* maupun *hedonic value* terhadap *repurchase intentionn*. Temuan ini menunjukkan bahwa niat pembelian ulang konsumen lebih dipengaruhi oleh manfaat fungsional yang dirasakan dibandingkan nilai kesenangan saat berbelanja.

**Kata Kunci:** *Utilitarian value, Hedonic Value, Impulsive Buying Online, Repurchase Intention, e-commerce.*

## ***ABSTRACT***

*Name : Rysa Novita*  
*Study program : Management*  
*Title : The role of utilitarian and hedonic shopping values in increasing Repurchase Intention through impulsive online purchases in e-commerce*

*This study aims to analyze the influence of Utilitarian Value and hedonic value on Repurchase Intention through online impulsive buying as an intervening variabel in e-commerce consumers in Lhokseumawe City. This study uses a quantitative approach with a sample of 100 respondents. Data were collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4. The results showed that Utilitarian Value and hedonic value did not significantly influence online impulsive buying. Furthermore, online impulsive buying and Utilitarian Value had a positive and significant effect on repurchase intentionn. Conversely, hedonic value did not significantly influence repurchase intentionn. The results of the mediation test showed that online impulsive buying was unable to mediate the influence of Utilitarian Value or hedonic value on repurchase intentionn. This finding indicates that consumer Repurchase Intention is more influenced by perceived functional benefits than the value of pleasure when shopping.*

**Keywords:** *Utilitarian value, Hedonic Value, Impulsive Buying Online, Repurchase Intention, e-commerce.*