

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping value*, *online store beliefs*, dan *shopping lifestyle* terhadap *impulse buying* pada karyawan kantor pusat PT Pelabuhan Indonesia III (Persero) pelanggan marketplace Shopee.

Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sebanyak 154 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan analisis regresi linear berganda, asumsi klasik, uji hipotesis (t), uji simultan (F). Berdasarkan Uji t ditemukan bahwa dari ketiga variabel bebas, *Hedonic Shopping Value*, *Online Store Beliefs*, dan *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying*. Berdasarkan uji F ditemukan bahwa variabel *Hedonic Shopping Value*, *Online Store Beliefs*, dan *Shopping Lifestyle* secara bersama-sama atau simultan berpengaruh positif dan signifikan terhadap *impulse buying*. Maka saran yang dapat diberikan untuk pihak Shopee adalah lebih banyak memberikan fasilitas kemudahan berbelanja agar menciptakan nilai positif terhadap *impulse buying*.

Kata kunci : *Hedonic shopping value*, *online store beliefs shopping lifestyle*, dan *impulse buying*

ABSTRACT

The purpose of this study is to examine the impact of Hedonic Shopping Value, Online Store Believe, Shopping Value depend on Impulse Buying on the employe of Head Office PT Pelabuhan Indonesia III (Persero) which is costumer of Shopee marketplace.

This research using quantitative survei method. The sample was determined by purposive sampling method and found a total of 154 samples as the research subject. This research use kuisiionere as a data colletion method with validity and reliability test. The analitical technique uses statistical tool which is multiple regression analysis, parsial hypotesis test (t), simultan test (F). Based on t test it found both of three independent variable of Hedonic Shopping Value, Online Store Believe, Shopping Value have positive influence and significant depend on Impluse Buying. Based on F test found both of three independent variable of Hedonic Shopping Value, Online Store Believe, Shopping Value positive influence and significant depend on Impulse Buying. Writer's advice for shopee is writer's hope shopee can increase the facility of shopping, so it will be create positive value of impulse buying.

Keyword : Hedonic shopping value, online store beliefs shopping lifestyle, dan impulse buying