

RINGKASAN

PENGARUH PROMOSI PENJUALAN DAN MOTIVASI BELANJA HEDONIK TERHADAP *IMPULSE BUYING* DI ERA PANDEMI (Studi Pada Pengguna Tokopedia di Desa Giriwoyo, Kecamatan Giriwoyo, Wonogiri)

Endar Sulistyowati, 2017081003

Program Studi Administrasi Bisnis, Fakultas Sosial, Humaniora dan Seni
Universitas Sahid Surakarta

Dampak pandemi Covid-19 bagi masyarakat di Desa Giriwoyo, Kecamatan Giriwoyo, Kabupaten Wonogiri menimbulkan kebiasaan baru yaitu berbelanja *online* yang menyebabkan perilaku *impulse buying*. Promosi penjualan dan motivasi belanja hedonik merupakan salah satu faktor yang berperan penting dalam peningkatan *impulse buying*. Oleh karena itu penelitian ini bertujuan untuk mengetahui pengaruh promosi penjualan yang terdiri dari diskon, *cashback*, *voucher*, *event* dan motivasi belanja hedonik yang terdiri dari *adventure shopping*, *gratification shopping*, *role shopping*, *social shopping*, *idea shopping*, serta *value shopping* terhadap variabel *impulse buying* di era pandemi pada pengguna aplikasi Tokopedia di Desa Giriwoyo, Kecamatan Giriwoyo, Wonogiri. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah seluruh masyarakat di Desa Giriwoyo, kecamatan Giriwoyo, Wonogiri. Teknik pengambilan sampel dalam penelitian ini menggunakan Teknik *purposive sampling*, sehingga didapatkan jumlah sampel penelitian sebanyak 160 responden.

Hasil penelitian menunjukkan bahwa variabel promosi penjualan dan motivasi belanja hedonik berpengaruh terhadap variabel *impulse buying* di era pandemi pada pengguna aplikasi Tokopedia di Desa Giriwoyo, Kecamatan Giriwoyo, Wonogiri. Hal ini dapat dilihat dari nilai *Adjusted R Square* sebesar 0,751 yang berarti bahwa variabel bebas dalam menjelaskan variabel terikat sebesar 75,1% sisanya 24,9% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: promosi penjualan, motivasi belanja hedonik, *impulse buying*.

ABSTRACT

THE EFFECT OF HEDONIC SALES PROMOTION AND SHOPPING MOTIVATION ON IMPULSE BUYING IN THE PANDEMIC ERA (Study on Tokopedia users in Giriwoyo Subdistrict, Giriwoyo District, Wonogiri)

Endar Sulistyowati, 2017081003

Business Administration Departement, Faculty of Social, Humanities and Arts
Sahid Surakarta University

The impact of the Covid-19 pandemic on the community in Giriwoyo Subdistrict, Giriwoyo District, Wonogiri Regency has created a new habit of shopping online and causes impulse buying behaviour. Sales promotion and hedonic shopping motivation are significant factors in increasing impulse buying. Therefore, this study aims to determine the effect of sales promotions consisting of discounts, cashback, vouchers, events and hedonic shopping motivations consisting of adventure shopping, gratification shopping, role shopping, social shopping, idea shopping, and value shopping on impulse buying variables during the pandemic era for Tokopedia application users in Giriwoyo subdistrict, Giriwoyo District, Wonogiri. This research is descriptive research with a quantitative approach. The population was the entire community in the Giriwoyo subdistrict, Giriwoyo District, Wonogiri. The sampling technique used the purposive sampling technique, and the number of research samples was 160 respondents.

The results show that the sales promotion variable and hedonic shopping motivation influenced the impulse buying variable in the pandemic era for users of Tokopedia application in Giriwoyo Subdistrict, Giriwoyo District Wonogiri. It can be seen from the Adjusted R Square value of 0.751. It means that the independent variable in explaining the dependent variable is 75.1%, other variables explain the 24.9% out of this study.

Keywords: Sales Promotion, Hedonic Shopping Motivation, Impulse Buying.

