

**PENGARUH NILAI BELANJA HEDONIS TERHADAP
PEMBELIAN IMPULSIF DARING PADA PENGGUNA
SHOPEEFOOD DI INDONESIA**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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2024**

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Agustus 2024

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DARING PADA PENGGUNA SHOPEEFOOD DI INDONESIA

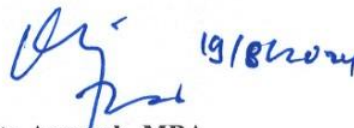
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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **“Pengaruh Nilai Belanja Hedonis terhadap Pembelian Impulsif Daring pada Pengguna ShopeeFood di Indonesia”** beserta seluruh isi di dalamnya adalah merupakan benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dilakukan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari terdapat pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, 26 Agustus 2024

Yang membuat pernyataan,



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ABSTRAK

Mubdi Muhamad Waqar (1907749), “Pengaruh Nilai Belanja Hedonis terhadap Pembelian Impulsif Daring pada Pengguna ShopeeFood di Indonesia”. Di bawah bimbingan Drs. Girang Razati, M.Si. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk mengetahui pengaruh Nilai Belanja Hedonis terhadap Pembelian Impulsif Daring pada pengguna ShopeeFood di Indonesia. Jenis penelitian yang digunakan yaitu deskriptif dan verifikatif. Variabel bebas pada penelitian ini yaitu nilai belanja hedonis (X) dan variabel terikat yaitu pembelian impulsif daring (Y). Pengambilan sampel pada penelitian ini menggunakan *simple random sampling* terhadap 404 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas serta teknik analisis yang digunakan yaitu analisis regresi linier sederhana. Hasil temuan menunjukkan bahwa gambaran nilai belanja hedonis pada pengguna ShopeeFood berada pada kategori baik dan gambaran pembelian impulsif daring pada pengguna ShopeeFood berada pada kategori baik. Nilai Belanja Hedonis memiliki pengaruh positif dan signifikan terhadap pembelian impulsif daring. Temuan menunjukkan bahwa penerapan nilai belanja hedonis yang dilakukan oleh ShopeeFood akan mendorong pembelian impulsif daring. Berdasarkan hasil survei tersebut, penulis merekomendasikan beberapa hal mengenai dampak nilai belanja hedonis terhadap pembelian impulsif daring. Variabel nilai belanja hedonis dengan dimensi terendah: *social* dan variabel pembelian impulsif daring dengan dimensi terendah: *shopping enjoyment*. Oleh karena itu, penulis merekomendasikan kepada ShopeeFood untuk dapat melakukan strategi jangka panjang yang konsisten agar pengguna memberikan rekomendasi dan berbagi informasi produk kepada pengguna lain untuk menciptakan rasa kenyamanan saat melakukan pembelian produk.

Kata Kunci: Nilai Belanja Hedonis, Pembelian Impulsif Daring, ShopeeFood.

ABSTRACT

Mubdi Muhamad Waqar (1907749), “The Influence of Hedonic Shopping Value on Online Impulse Buying to ShopeeFood Users in Indonesia”. Under the guidance of Drs. Girang Razati, M.Si. dan Dr. Dita Amanah, MBA.

This study aims to determine the influence of Hedonic Shopping Value on Online Impulse Buying on ShopeeFood users in Indonesia. The type of research used is descriptive and verification. The independent variable in this study is Hedonic Shopping Value (X) and the bound variable is Online Impulse Buying (Y). This research involved 404 samples taken using of the simple random sampling method. The research instrument was tested using validity and reliability tests as well as the analysis technique used, namely a simple linear regression analysis. The findings show that the description of hedonic shopping value for ShopeeFood users is in the good category and the description of online impulse buying for ShopeeFood users is in the good category. Hedonic Shopping Value has a positive and significant influence on online impulse buying. The findings indicate that the implementation of hedonic shopping value carried out by ShopeeFood will encourage to online impulse buying. Based on the results of the survey, the author recommends several things regarding the impact of hedonic shopping values on online impulse buying. The hedonic shopping value variable with the lowest dimension: social and the online impulse buying variable with the lowest dimension: shopping enjoyment. Therefore, the author recommends that ShopeeFood to be able to carry out a consistent long-term strategy so that users provide recommendations and share product information with other users to create a sense of comfort when purchasing products.

Keywords: Hedonic Shopping Value, Online Impulse Buying, ShopeeFood.

KATA PENGANTAR

Segala puji, puja, dan syukur penulis panjatkan kehadirat Allah Subhanahu Wa Ta'ala atas segala nikmat rahmat, hidayah, taufik, serta kasih sayang-Nya karena atas karunia dan kehendak-Nya sehingga penulis dapat menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis. Skripsi yang berjudul “Pengaruh Nilai Belanja Hedonis terhadap Pembelian Impulsif Daring pada pengguna ShopeeFood di Indonesia” disusun untuk memperoleh temuan mengenai gambaran nilai belanja hedonis terhadap pembelian impulsif daring.

Skripsi ini dikerjakan dengan kemampuan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat dan sumbangsih. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati yang mendalam penulis mengharapkan dan menerima kritik dan saran yang membangun untuk dijadikan sebagai landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

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