

**PENGARUH MOTIVASI BELANJA HEDONIS DAN PROMOSI
PENJUALAN TERHADAP PEMBELIAN IMPULSIF PADA
7GENERASI Z PENGGUNA SHOPEE DI YOGYAKARTA**

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INTISARI

Latar Belakang: Perkembangan teknologi digital telah mengubah pola konsumsi masyarakat, khususnya Generasi Z sebagai *digital native*. Generasi ini akrab dengan aktivitas daring, termasuk berbelanja di *e-commerce*. Shopee menjadi pilihan populer berkat kemudahan akses, promosi menarik, dan pengalaman belanja menyenangkan. Tingginya paparan promosi digital dan dorongan emosional memicu peningkatan pembelian impulsif.

Tujuan Penelitian: Mengetahui pengaruh motivasi belanja hedonis dan promosi penjualan terhadap pembelian impulsif Generasi Z pengguna Shopee di Yogyakarta, baik secara parsial maupun simultan.

Metode Penelitian: Penelitian kuantitatif dengan pendekatan survei. Sampel 400 responden diperoleh melalui purposive sampling. Instrumen berupa kuesioner skala Likert. Analisis data menggunakan regresi linier berganda dengan SPSS.

Hasil: Motivasi belanja hedonis dan promosi penjualan berpengaruh positif signifikan terhadap pembelian impulsif, baik parsial maupun simultan. Pengaruh motivasi belanja hedonis lebih dominan dibanding promosi penjualan.

Kesimpulan: Generasi Z cenderung terdorong berbelanja impulsif karena pengalaman emosional dan insentif promosi. Strategi pemasaran yang mengutamakan aspek hedonis, diskon, *cashback*, dan promosi terbatas dinilai efektif untuk menarik minat belanja mereka di era digital.

Kata Kunci: Motivasi Belanja Hedonis, Promosi Penjualan, Pembelian Impulsif, Generasi Z, Shopee

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**THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SALES
PROMOTION ON IMPULSIVE PURCHASING BEHAVIOR OF
GENERATION Z SHOPEE USERS IN YOGYAKARTA**

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Background: The development of digital technology has transformed consumer behavior, particularly among Generation Z as digital natives. This generation is familiar with online activities, including shopping on e-commerce platforms. Shopee has become a popular choice due to its easy access, attractive promotions, and enjoyable shopping experience. High exposure to digital promotions and emotional triggers has led to an increase in impulsive buying.

Research Objective Research: To determine the effect of hedonic shopping motivation and sales promotion on impulsive buying among Generation Z Shopee users in Yogyakarta, both partially and simultaneously.

Result: Hedonic shopping motivation and sales promotion have a positive and significant effect on impulsive buying, both partially and simultaneously. Hedonic shopping motivation exerts a more dominant influence compared to sales promotion.

Conclusion: Generation Z tends to be driven to shop impulsively due to emotional experiences and promotional incentives. Marketing strategies that emphasize hedonic aspects, discounts, cashback, and limited-time promotions are considered effective in attracting their shopping interest in the digital era.

Keywords: Hedonic Shopping Motivation, Sales Promotion, Impulsive Buying, Generation Z, Shopee.

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