

Pengaruh motivasi belanja utilitarian dan motivasi belanja hedonic terhadap purchase intention pada konsumen belanja online = The influence of utilitarian and hedonic shopping motivations on purchase intention among online shopping consumer

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh motivasi belanja utilitarian dan motivasi belanja hedonic terhadap purchase intention pada konsumen belanja online. Partisipan penelitian ini merupakan mahasiswa yang pernah berbelanja online, sejumlah 289 orang. Motivasi belanja utilitarian dan motivasi belanja hedonic diukur dengan alat ukur Utilitarian Motivation dan Hedonic Motivation yang disusun oleh Tsao dan Chang (2010). Purchase intention diukur dengan alat ukur Purchase Intention yang disusun oleh Topaloglu (2012).

Hasil utama penelitian ini menunjukkan bahwa motivasi belanja utilitarian dan motivasi belanja hedonic memiliki pengaruh yang signifikan terhadap purchase intention pada konsumen belanja online. Walaupun kedua motivasi ini memiliki pengaruh yang signifikan, motivasi belanja utilitarian lebih mempengaruhi purchase intention pada konsumen belanja online dibandingkan motivasi belanja hedonic.

.....This research aimed to examine the influence of utilitarian and hedonic shopping motivations on purchase intention among online shopping consumer. Participants of this research were undergraduate students who have online shopping experience, with the amounts of 289 participants. Utilitarian and hedonic shopping motivations were measured using Utilitarian and Hedonic Motivation measurement items developed by Tsao and Chang (2010). Purchase intention was measured using Purchase Intention measurement items developed by Topaloglu (2012).

The main result of this research showed that utilitarian and hedonic shopping motivations have significant impact on purchase intention among online shopping consumer. While both of these motivations have significant impact, utilitarian shopping motivation has more influence on purchase intention than hedonic shopping motivation among online shopping consumer.