

**Pada konsumen wahha dress, dengan motivasi utilitarian dan motivasi hedonis sebagai variabel mediasi = Impact of personalized ads towards impulsive buying on wahha dress consumers, with utilitarian motivation and hedonic motivation as mediation variables.**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh personalized ads terhadap impulsive buying pada konsumen wahha dress. Metode penelitian menggunakan kuantitatif dengan teknik purposive sampling. Hasil penelitian menunjukkan personalized ads dalam Instagram berpengaruh secara signifikan terhadap motivasi utilitarian dan motivasi hedonis, kemudian motivasi utilitarian dan motivasi hedonis memberikan pengaruh yang tidak signifikan terhadap impulsive buying. Selain itu, terlihat personalized ads brand Wahha Dress memiliki pengaruh langsung secara positif dan signifikan terhadap utilitarian motivation dan hedonic motivation konsumen, utilitarian motivation dan hedonic motivation yang timbul dalam benak konsumen tidak secara signifikan mendorong konsumen untuk membeli produk Wahha Dress, dan personalized ads yang dilakukan oleh Wahha Dress tidak berpengaruh secara langsung serta tidak secara signifikan mendorong konsumen untuk membeli secara impulsif. Berdasarkan analisis deskriptif, penelitian merekomendasikan agar pemasar menitik beratkan atau berfokus pada nilai fungsi dari produk, serta pemasar sebaiknya memberikan strategi harga diskon atau menjual produk dengan harga yang termasuk dalam kategori murah.

.....This study aims to determine the effect of personalized ads towards impulsive buying on Wahha Dress consumers. This study method uses a quantitative approach with purposive sampling technique. The results showed that personalized ads on Instagram had a significant effect on utilitarian motivation and hedonic motivation, then utilitarian motivation and hedonic motivation had an insignificant effect on impulsive buying. In addition, it can be seen that Wahha Dress's personalized ads have a positive and significant direct influence on consumer utilitarian motivation and hedonic motivation, the utilitarian motivation and hedonic motivation that arise in the minds of consumers do not significantly encourage consumers to buy Wahha Dress products, and the personalized ads are carried out. Wahha Dress has no direct effect nor does it significantly encourage consumers to buy impulsively. Based on descriptive analysis, the research recommends that marketers emphasize on the function value of the product, and marketers should provide a discount pricing strategy or sell products at prices that are included in the cheap category.