

ABSTRAK

Halimatussakdiyah Nasution, NIM 7183210051, “Pengaruh *Hedonic Shopping Motivation* dan *Price Discount* Terhadap *Impulsive Buying* Pengunjung Ramayana Teladan Medan”

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh *hedonic shopping motivation* dan *price discount* terhadap *impulsive buying* pengunjung Ramayana Teladan Medan. Populasi dalam penelitian ini adalah pengunjung Ramayana Teladan Medan tahun 2022 berjumlah 325.491. Sementara jumlah sampel 100 responden. Teknik pengumpulan data yang digunakan adalah melalui angket (Kuesioner) yang pengukurannya menggunakan skala likert dan diolah secara statistik dengan menggunakan metode analisis regresi berganda dengan persamaan $Y=a+b_1X_1+b_2X_2+e$ serta diolah dengan program SPSS 25. *for windows*.

Berdasarkan hasil penelitian, secara parsial *hedonic shopping motivation* dan *price discount* berpengaruh positif dan signifikan terhadap *impulsive buying* pada pengunjung Ramayana Teladan Medan. Hal ini terlihat dari *hedonic shopping motivation* memiliki nilai $t_{hitung} 3,475 > t_{tabel} 1,98472$ serta nilai sig 0,001 pada tingkat signifikansi 5% dan *price discount* (X_2) memiliki nilai $t_{hitung} 7,076 > t_{tabel} 1,98472$ serta nilai sig, 0,000 pada tingkat signifikansi 5%. Secara simultan *hedonic shopping motivation* dan *price discount* berpengaruh terhadap *impulsive buying*. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel}$ yakni $49,547 > 3,09$ dan nilai signifikannya $0,000 < 0,05$. Uji r- square menunjukkan nilai sebesar 0,505 yang berarti bahwa *hedonic shopping motivation* dan *price discount* berpengaruh terhadap *Impulsive buying* sebesar 50,5% sedangkan sisanya dipengaruhi oleh variabel lain.

Kata kunci: *hedonic shopping motivation, price discount, impulsive buying*



ABSTRACT

Halimatussakdiyah Nasution, NIM 7183210051, "The Influence Of Hedonic Shopping Motivation and Price Discounts on Impulsive Buying Of Visitors Of Ramayana Teladan Medan"

This study aims to determine and explain the effect of hedonic shopping motivation and price discounts on impulsive buying visitors to Ramayana Teladan Medan. The population in this study was 325,491 visitors to the Ramayana Teladan Medan in 2022. Meanwhile, the sample size is 100 respondents. The data collection technique used was through a questionnaire (Questionnaire) which was measured using a Likert scale and statistically processed using the multiple regression analysis method with the equation $Y=a+b_1X_1+b_2X_2+e$ and processed with the SPSS 25 program. for windows.

Based on the results of the study, partially hedonic shopping motivation and price discounts have a positive and significant effect on impulsive buying among visitors to Ramayana Teladan Medan. This can be seen from hedonic shopping motivation which has a tcount value of 3.475 > ttable of 1.98472 and a sig value of 0.001 at a significance level of 5% and price discount (X2) has a tcount value. of 7.076 > ttable of 1.98472 and a sig value of 0.000 at a significance level of 5% Simultaneously, hedonic shopping motivation and price discounts influence impulsive buying. This can be seen from the value of Fcount > Ftable, namely 49.547 > 3.09 and the significant value is 0.000 < 0.05. The r-square test shows a value of 0.505 which means that hedonic shopping motivation and price discounts affect impulsive buying by 50.5% while the rest is influenced by other variables.

Keywords: hedonic shopping motivation, price discount, impulsive buying.

