ABSTRAK

Yasir Almi Tanjung NIM: 7223550004. Pengaruh Viral Marketing dan Hedonic Shopping Motivation terhadap Perilaku Impulsive Buying pada Pengguna E-Commerce TikTok Shop pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui pengaruh Viral Marketing dan Hedonic Shopping Motivation terhadap Impulsive Buying pada pengguna e-commerce TikTok Shop pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Metode penelitian yang digunakan adalah penelitian kuantitatif deskriptif dengan teknik analisis regresi linear berganda. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Negeri Medan yang menggunakan TikTok Shop, dengan sampel sebanyak 97 responden yang ditentukan menggunakan teknik purposive sampling. Data penelitian diperoleh melalui penyebaran kuesioner secara daring dan dianalisis menggunakan SPSS. Hasil penelitian menunjukkan bahwa Viral Marketing berpengaruh positif dan signifikan terhadap Impulsive Buying pengguna TikTok Shop. Hedonic Shopping Motivation juga berpengaruh positif dan signifikan terhadap Impulsive Buying pengguna TikTok Shop. Secara simultan, Viral Marketing dan Hedonic Shopping Motivation berpengaruh signifikan terhadap Impulsive Buying pada Pengguna E-Commerce TikTok Shop Pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan, dengan nilai koefisien determinasi (R^2) sebesar 47,4%.

Kata Kunci: Viral Marketing, Hedonic Shopping Motivation, Impulsive Buying, TikTok Shop

ABSTRACT

Yasir Almi Tanjung NIM: 7223550004. The Influence of Viral Marketing and Hedonic Shopping Motivation on Impulsive Buying Behavior among TikTok Shop E-Commerce Users at the Faculty of Economics, State University of Medan.

This study aims to determine the influence of Viral Marketing and Hedonic Shopping Motivation on Impulsive Buying among TikTok Shop e-commerce users at the Faculty of Economics, State University of Medan. The research method used was descriptive quantitative research with multiple linear regression analysis techniques. The population in this study consisted of Faculty of Economics students of State University of Medan who use TikTok Shop, with a sample of 97 respondents selected using a purposive sampling technique. The research data were collected through an online questionnaire and analyzed using SPSS. The results of the study indicate that Viral Marketing has a positive and significant effect on Impulsive Buying among TikTok Shop users. Hedonic Shopping Motivation also has a positive and significant effect on Impulsive Buying among TikTok Shop users. Simultaneously, Viral Marketing and Hedonic Shopping Motivation have a significant effect on Impulsive Buying among Faculty of Economics students of State University of Medan who use TikTok Shop, with a coefficient of determination (R^2) of 47.4%.

Keywords: Viral Marketing, Hedonic Shopping Motivation, Impulsive Buying, TikTok Shop

UNIMED

THE Character Building UNIVERSITY