

ABSTRAK

Teknologi berperan penting dan mendominasi hampir diseluruh sektor salah satunya pada sektor bisnis sehingga muncul kebiasaan baru, belanja secara daring. *Marketplace* shopee merupakan media pemasaran yang dapat digunakan untuk memulai bisnis online, saat ini banyak pebisnis yang mulai berjalan melalui *e-commerce*. Penelitian ini bertujuan untuk mengetahui pengaruh promosi, dan diskon dengan *hedonic shopping motivation* sebagai *variable intervening* terhadap *impulse buying* pada *e-commerce* shopee (studi pada karyawan Pemerintah Kabupaten Jember pengguna aktif shopee). Penelitian ini merupakan penelitian kuantitatif menggunakan *warp PLS*. populasi penelitian ini merupakan Karyawan lingkup Pemerintah Kabupaten Jember. Sedangkan sampel dalam penelitian ini berjumlah 100 responden. Untuk menguji kelayakan instrumen, uji validitas dan uji realibilitas, uji asumsi, dan uji hipotesis. Hasil penelitian menunjukkan bahwa : 1) promosi dan diskon berpengaruh positif dan signifikan terhadap *hedonic shopping motivation*, 2) promosi berpengaruh positif dan signifikan terhadap *impulse buying*, sedangkan diskon berpengaruh negatif dan tidak signifikan terhadap *impulse buying*, 3) *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying*, 4) promosi dan diskon berpengaruh positif dan signifikan terhadap *impulse buying* melalui *hedonic shopping motivation*.

Kata Kunci : Promosi, Diskon, *Hedonic Shopping Motivation*, *Impulse Buying* dan Shopee

ABSTRACT

Technology has an important role and dominates almost all sectors, one of them is business sector. Thus, it makes a new habit, it is called as an online shopping. Shopee is a marketplace media that is used to start an online business. currently, business people are starting their business through e-commerce. This research aims to determine the effect of promotions and discounts with hedonic shopping motivation as an intervening variable on impulse buying on “Shopee” e-commerce (study of Jember Regency Government employees who are active Shopee users). This research is a quantitative research with PLS warp. The population of this study are female employees within Jember Regency Government. Meanwhile, the sample in this study consists of 100 respondents to examine the feasibility of the instrument, validity and reliability, assumptions, also hypotheses. The results of the research show that: 1) promotions and discounts have a positive and significant effect on hedonic shopping motivation, 2) promotions have a positive and significant effect on impulse buying, while discounts have a negative and insignificant effect on impulse buying, 3) hedonic shopping motivation has a positive and significant effect on impulse buying, 4) promotions and discounts have a positive and significant effect on impulse buying through hedonic shopping motivation.

Keywords : Promotion, Discount, Hedonic Shopping Motivation, Impulse Buying and Shopee