

RINGKASAN

Windi Eka Wulandari. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Juli 2021. Pengaruh Fitur *Paylater* dan *Hedonic Shopping Motivation* terhadap *Impulse Buying* dan Minat Beli Ulang Pada Pengguna *E-Commerce* Shopee Generasi Z Di Kabupaten Pasuruan.

Penelitian ini dilakukan untuk mengetahui pengaruh fitur *paylater* dan *hedonic shopping motivation* terhadap *impulse buying* dan minat beli ulang pada pengguna *e-commerce* shopee generasi Z di Kabupaten Pasuruan. Penelitian ini dilakukan pada generasi Z di kabupaten pasuruan yang menggunakan *e-commerce* shopee, tahun 2023. Teknik pengumpulan data yang digunakan adalah kusioner yang disebar secara *online* melalui google formulir. Sampel yang digunakan dalam penelitian sebanyak 114 responden dengan metode *purposive sampling*, yaitu penentuan sampel dimana orang yang dipilih sebagai sampel sesuai dengan tujuan dilakukannya penelitian. Pada pengolahan data penelitian ini dilakukan dengan menggunakan metode analisis jalur (*Path Analysis*).

Berdasarkan hasil penelitian ini dapat diketahui bahwa fitur *paylater* berpengaruh positif dan signifikan terhadap *impulse buying*, *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying*, fitur *paylater* berpengaruh negatif signifikan terhadap minat beli ulang, *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap minat beli ulang, *impulse buying* berpengaruh positif dan signifikan terhadap minat beli ulang, dan secara simultan keseluruhan variabel berpengaruh secara positif dan signifikan.

Kata kunci: *Fitur Paylater, Hedonic Shopping Motivation, Impulse Buying, dan Minat Beli Ulang*

SUMMARY

Windi Eka Wulandari. Business Administration Study Program, Yudharta University Pasuruan. July 2021. The Effect of Paylater Features and Hedonic Shopping Motivation on Impulse Buying and Repurchase Interest in Generation Z Shopee E-Commerce Users in Pasuruan Regency.

This research was conducted to determine the effect of the paylater and hedonic shopping motivation features on impulse buying and repurchase intention in Generation Z e-commerce Shopee users in Pasuruan Regency. This research was conducted on generation Z in Pasuruan district using the Shopee e-commerce, in 2023. The data collection technique used was a questionnaire which was distributed online via the Google form. The sample used in the study was 114 respondents with a purposive sampling method, namely determining the sample in which the people selected as the sample are in accordance with the purpose of conducting the research. In processing this research data is done by using the method of path analysis (Path Analysis).

Based on the results of this study, it can be seen that the paylater feature has a positive and significant effect on impulse buying, hedonic shopping motivation has a positive and significant effect on impulse buying, the paylater feature has a negative and significant effect on repurchasing intention, hedonic shopping motivation has a positive and significant effect on repurchasing intention, impulse buying has a positive and significant effect on repurchasing intention, and simultaneously all variables have a positive and significant effect

Keywords: Fitur Paylater, Hedonic Shopping Motivation, Impulse Buying, dan Repurchase Intention