

ABSTRAK

Judul : Pengaruh Harga Diskon, Keragaman Produk dan Motivasi Belanja Hedonis terhadap *Impulse Buying* pada Program *Flash Sale* Tokopedia

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Tujuan Penelitian ini untuk melihat bagaimana pengaruh Harga Diskon terhadap *Impulse Buying* pada Tokopedia, bagaimana pengaruh Keragaman Produk terhadap *Impulse Buying* pada Tokopedia, bagaimana pengaruh Motivasi belanja Hedonis terhadap *Impulse Buying* pada Tokopedia dan bagaimana pengaruh Harga Diskon, Keragaman Produk dan Motivasi Belanja Hedonis terhadap *Impulse Buying* pada Tokopedia. Penelitian ini dilakukan dengan menyebarkan 145 responden yang merupakan konsumen Tokopedia di Tangerang. Hasil penelitian ini menunjukkan bahwa variabel Harga Diskon berpengaruh secara simultan terhadap *Impulse Buying*, variabel Keragaman Produk berpengaruh terhadap *Impulse Buying* dan variabel Motivasi Belanja Hedonis juga berpengaruh secara simultan terhadap *Impulse Buying*. Variabel yang paling sangat berpengaruh secara simultan terhadap *Impulse Buying* adalah variabel Harga Diskon. Secara parsial variabel Harga Diskon, Keragaman Produk dan Motivasi Belanja Hedonis berpengaruh terhadap *Impulse Buying*.

Kata Kunci : Harga Diskon, Keragaman Produk, Motivasi Belanja Hedonis dan *Impulse Buying*

ABSTRACT

Title : Effects of Discount Prices, Product Diversity and Shopping Motivation Hedonism of Impulse Buying in the Flash Sale Program Tokopedia

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The purpose of this study was to see how the influence of Discount Prices on Impulse Buying on Tokopedia, how the influence of Product Diversity on Impulse Buying on Tokopedia, how the influence of Hedonic Shopping Motivation on Impulse Buying on Tokopedia and how the influence of Discount Prices, Product Diversity and Hedonis Shopping Motivation on Impulse Buying on Tokopedia. This research was conducted by spreading 145 respondents who are Tokopedia consumers in Tangerang. The results of this study indicate that the Discount Price variable simultaneously have an effect on Impulse Buying, the Variability of Product Variables have an effect on Impulse Buying and the Hedonic Shopping Motivation variable also have an effect simultaneously on Impulse Buying. The most influential variable simultaneously on Impulse Buying is the Discount Price variable. Partially, the Discount Price, Product Diversity and Hedonic Shopping Motivation variables affect Impulse Buying.

Keywords : Price Discount, Product Diversity, Hedonic Shopping Motivation and Impulse Buying