

**PENGARUH MOTIVASI BELANJA HEDONIS, PROMOSI PENJUALAN,  
KUALITAS APLIKASI DAN *ELECTRONIC WORD OF MOUTH* (E-WOM)  
TERHADAP PEMBELIAN IMPULSIF PADA  
PELANGGAN TIKTOK SHOP  
(Survey pada Mahasiswa Aktif Program Studi S1 Manajemen  
UPN "Veteran" Yogyakarta)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh motivasi belanja hedonis, promosi penjualan, kualitas aplikasi, *electronic word of mouth* (EWOM) terhadap pembelian impulsif. Populasi dalam penelitian ini adalah Mahasiswa Aktif Program Studi S1 Manajemen UPN "Veteran" Yogyakarta yang pernah melakukan pembelian impulsif melalui aplikasi TikTok Shop. Teknik pengambilan sampel yang menggunakan *purposive sampling*. Datadiperoleh dengan menyebarkan kuesioner dengan menggunakan google formulir, dan jumlah responden yang diperoleh sebanyak 113 responden. Teknik analisis data digunakan adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda dengan menggunakan program SPSS 21. Hasil dari penelitian ini menunjukkan bahwa : 1) Motivasi belanja, promosi penjualan, kualitas aplikasi, dan *electronic word of mouth* (EWOM) secara simultan berpengaruh signifikan terhadap pembelian impulsif pada pelanggan TikTok Shop. 2) Motivasi belanja hedonis secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif pada pelanggan TikTok Shop. 3) Promosi penjualan secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif pada pelanggan TikTok Shop. 4) Kualitas aplikasi secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif pada pelanggan TikTok Shop. 5) *Electronic word of mouth* (EWOM) secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif pada pelanggan TikTok Shop.

**Kata kunci:** Motivasi Belanja Hedonis, Promosi Penjualan, Kualitas Aplikasi, *Electronic Word of Mouth* (EWOM), Pembelian Impulsif

**THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION, SALES PROMOTION, APPLICATION QUALITY AND ELECTRONIC WORD OF MOUTH (E-WOM) ON IMPULSE BUYING OF TIKTOK SHOP**

**(Case Study of Active Student Undergraduate Management Study Program UPN "Veteran" Yogyakarta)**

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***Abstract***

*This study aims to examine and analyze the effect of hedonic shopping motivation, sales promotion, application quality, electronic word of mouth (EWOM) on impulse buying. The population in this study were Active Students of the UPN "Veteran" Yogyakarta Undergraduate Management Study Program who had made impulse buying through the TikTok Shop application. The sampling technique used purposive sampling. Data obtained by distributing questionnaires using Google forms, and the number of respondents obtained was 113 respondents. The data analysis technique used was descriptive analysis, classical assumption test, and multiple linear regression analysis using the SPSS 21 program. The results of this study indicate that: 1) Shopping motivation, sales promotion, application quality, and electronic word of mouth (EWOM) significantly Simultaneously has a significant effect on impulse buying for TikTok Shop customers. 2) Hedonic shopping motivation partially has a positive and significant effect on impulse buying on TikTok Shop customers. 3) Sales promotions partially have a positive and significant effect on impulse buying on TikTok Shop customers. 4) The quality of the application partially has a positive and significant effect on impulse buying for TikTok Shop customers. 5) Electronic word of mouth (EWOM) partially has a positive and significant effect on impulse buying on TikTok Shop customers.*

***Keywords:*** *hedonic shopping motivation; sales promotion; application quality; electronic word of mouth (EWOM); impulse buying*