

**PENGARUH *HEDONIC SHOPPING MOTIVATION* DAN *PRICE DISCOUNT*
TERHADAP *IMPULSE BUYING* DENGAN *POSITIVE EMOTION* SEBAGAI
VARIABEL INTERVENING
(Survei Pada Generasi Z Pengguna *E-Commerce* Shopee
di Daerah Istimewa Yogyakarta)**

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ABSTRACT

This research aims to determine and analyze the effect of hedonic shopping motivation and price discount on impulse buying through positive emotion as an intervening variable in generation Z Shopee e-commerce users in the Special Region of Yogyakarta. This research is a survey research using a questionnaire to collect data. The population in this study is generation Z in the Special Region of Yogyakarta who are Shopee e-commerce users. The sample in this study were 100 respondents using purposive sampling method. The data analysis technique in this research uses SEM analysis through the SmartPLS 3.0 data processing program. The results of this research show that: 1) Hedonic shopping motivation has a positive and significant effect on impulse buying, 2) Price discount has a positive and significant effect on impulse buying, 3) Hedonic shopping motivation has a positive and significant effect on positive emotion, 4) Price discount has a positive and significant effect on positive emotion, 5) Positive emotion has a positive and significant effect on impulse buying, 6) Hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion, 7) Price discount has a positive and significant effect on impulse buying through positive emotion.

Keywords : Hedonic Shopping Motivation, Price Discount, Impulse Buying dan Positive Emotion.