

# Analisis pengaruh hedonic shopping traits dan indulgence pada fenomena self-gifting terhadap post-purchase regret = The role of hedonic shopping traits and indulgence on self-gifting behavior towards post-purchase regret

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## Abstrak

Studi ini bertujuan untuk mengetahui faktor apa yang mendorong seorang konsumen millennials melakukan perilaku self-gifting, didasari oleh studi terdahulu yang menjelaskan bahwa hedonic shopping traits dan indulgence merupakan dua faktor yang mempengaruhi terjadinya self-gifting. Selain itu, penelitian ini juga ingin mengetahui apakah terdapat pengaruh positif keempat kategori self-gift terhadap terjadinya post purchase regret.

Menggunakan metode analisis structural equation modelling SEM, penelitian ini membuktikan bahwa terdapat hubungan positif antara hedonic shopping traits dan indulgence terhadap keempat kategori self-gift, kecuali pada hedonic shopping traits terhadap self-gift celebratory. Dapat disimpulkan pula bahwa keempat jenis self-gift tidak menyebabkan terjadinya post-purchase regret pada konsumen millennials.

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This study addressed to analyze the antecedent factors that drives millennials consumers to execute self gift behavior. Previous study emphasize the role of hedonic shopping traits and indulgence towards self gift behavior execution on millennials consumers, ranging from 18 38 years old. Furthermore, this study wants to proof that there are actually positive relationships between four kind of self gift towards post purchase regret.

Using structural equation modelling on Lisrel 8.51, the result shows that there are positive and significant relationship between hedonic shopping traits and indulgence towards four category of self gift, except hedonic shopping traits toward celebratory self gift. Furthermore, there are negative relationship between four category of self gift towards post purchase regret.