

Analisis pengaruh impulse buying intention pada konsumen muda Indonesia dari perspektif hedonik shopping motivation: studi kasus brand Miniso = Analysis influence of impulsive buying intention on Indonesian young consumers from hedonic motivation perspective: case study brand Miniso

Shannice Ayangketi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474940&lokasi=lokal>

---

Abstrak

Pengaruh motivasi belanja hedonic novelty, fun, praise from others, escapism dan social interaction terhadap niat pembelian impulsif pada studi kasus brand Miniso. Perkembangan ritel di Indonesia sangat besar, hal ini ditunjukkan dengan perkembangan pesat brand Miniso. konsumen muda berperan penting dalam pertumbuhan ritel di Indonesia termasuk brand ritel Miniso. Metode yang digunakan untuk mengolah data dalam penelitian ini adalah Multiple Regression. Hasil penelitian membuktikan bahwa terdapat pengaruh yang signifikan antara dimensi motivasi belanja hedonis dengan niat pembelian impulsif. Namun faktor ketersediaan uang, ketersediaan waktu dan definisi tugas tidak memoderasi hubungan secara signifikan.

*The influence of hedonic spending motivation novelty, fun, praise from others, escapism and social interaction on impulse buying intentions on the Miniso brand case study. The development of retail in Indonesia is very big, this is indicated by the rapid development of brand Miniso. young consumers play an important role in retail growth in Indonesia including the Miniso retail brand. The method used to process the data in this study is Multiple Regression. The results show that there is a significant influence between benevolent hedonist motivation with impulse buying intention. But the money availability, time availability and task definition factor does not moderate relationships significantly.*