

# Pengaruh Media Sosial Dan Motivasi Hedonis Terhadap Sikap Belanja Apparel Online Selama Pandemi Covid-19 = The Influence of Social Media and Hedonic Motivation on Online Apparel Shopping Attitudes during the Covid-19 Pandemic

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh hadirnya fitur belanja pada media sosial populer seperti Instagram Shopping dan TikTok Shop di Indonesia selama masa pandemi Covid-19 sebagai alternatif baru social commerce terhadap perilaku belanja impulsif dan kompulsif produk apparel. Dalam penelitian ini, peneliti mengkaji pengaruh media sosial, motivasi hedonis, kondisi berbelanja online selama pandemi Covid-19 serta peran iklim sosial komunitas pengikut social media influencer terhadap perilaku belanja impulsif dan kompulsif. Penelitian dilaksanakan menggunakan metode variance based Partial Least Square - Structural Equation Modelling (PLS-SEM) secara cross-sectional kepada 475 responden untuk menguji keterkaitan variabel Social Media Influence, Social Commerce, EWOM of Social Commerce, Hedonic (Happiness), Hedonic (Fun), Shopping in the Times of Covid-19, dan variabel moderasi Social Climate terhadap variabel dependen Impulsive Buying dan Compulsive Buying. Hasilnya, didapatkan bahwa Hedonic (Happiness) dan Shopping in the Times of Covid-19 memiliki hubungan signifikan positif terhadap perilaku Impulsive dan Compulsive buying. Hedonic (Fun) serta peran moderasi Social Climate berhubungan signifikan positif dengan Impulsive Buying. Sedangkan variabel lainnya tidak memiliki hubungan signifikan yang positif terhadap variabel Impulsive Buying dan Compulsive Buying.

.....This study aims to determine the effect of the presence of shopping features on popular social media namely Instagram Shopping and TikTok Shop in Indonesia during the Covid-19 pandemic as a new social commerce alternative which could affecting impulsive and compulsive shopping behavior for apparel products. In this study, the impact of social media, hedonic motivation, shopping in the times of Covid-19, and social climate of social media influencers community are observed towards impulsive and compulsive shopping behavior. The study used variance-based partial least squares structural equation modelling (PLS-SEM) on a cross-sectional study conducted on 475 respondents observing the association of several variables: Social Media Influence, Social Commerce, EWOM of Social Commerce, Hedonic (Happiness), Hedonic (Fun) variables, Shopping in the Times of Covid-19 and Social Climate as a moderating variable towards the Impulsive Buying and Compulsive Buying as the dependent variables. The study result show that Hedonic (Happiness) and Shopping in the Times of Covid-19 had a significant positive relationship to Impulsive and Compulsive buying behavior. Hedonic (Fun) and the moderating role of Social Climate had a significant positive relationship with Impulsive Buying. Whilst the other variables do not have a positive significant relationship to the Impulsive Buying and Compulsive Buying variables.