

Pengaruh Motivasi Belanja Hedonic, Motivasi Belanja Utilitarian, dan Motivasi Belanja Social terhadap Purchase Intention pada Konsumen Pembeli Skin Mobile Legends di Akun Twitter @Mlbbfess = The Influence of Hedonic, Utilitarian, and Social Shopping Motivations on Purchase Intention among @Mlbbfess Twitter Followers.

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Abstrak

Penelitian ini bertujuan untuk mencari tahu pengaruh dari motivasi belanja hedonic, motivasi belanja utilitarian, dan motivasi belanja social terhadap purchase intention pada konsumen pembeli skin di game Mobile Legends. Secara spesifik, partisipan penelitian ini adalah pengikut akun twitter @MLBBFESS yang pernah membeli skin di game Mobile Legends, sejumlah 130 orang. Motivasi belanja hedonic, motivasi belanja utilitarian, motivasi belanja social, dan purchase intention diukur menggunakan alat ukur yang disusun oleh Chang, dkk (2019). Hasil utama penelitian ini menunjukkan bahwa motivasi belanja hedonic dan social memiliki pengaruh yang signifikan terhadap purchase intention pada konsumen pembeli skin game Mobile Legends. Di mana motivasi hedonic dianggap lebih berpengaruh dibandingkan motivasi social. Sedangkan motivasi utilitarian dianggap tidak memiliki pengaruh yang signifikan terhadap purchase intention pada konsumen pembeli skin game Mobile Legends

.....This research aimed to examine the influence of hedonic, utilitarian, and social shopping motivations on purchase intention among Mobile Legends skin consumer. Specifically, the participant in this research were 130 people who have skin shopping experience and following @Mlbbfess Twitter account. In this research, the three shopping motivations – hedonic, utilitarian, social, and purchase intention was developed by Chang et al., (2019). The main result of this research showed that hedonic and social shopping motivations have significant impact on purchase intention among skin consumers on Mobile Legends game. Where hedonic motivations tend to be more impactful than social motivations. On the other hand, the result showed that there is no significant impact between utilitarian motivations on purchase intention among skin consumers on Mobile Legends Game.