

Peran Hedonic Motivation sebagai Mediator dalam Pengaruh Video Pendek Endorsement di Media Sosial terhadap Impulsive Repurchase Intention pada Generasi Z = The Role of Hedonic Motivation as the Mediator in the Effect of Social Media Endorsement Short Video Toward Impulsive Repurchase Intention on Generation Z

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh demand, convenience, interactivity, dan playfulness sebagai faktor eksternal video pendek yang memberikan stimulus terhadap perceived enjoyment. Penelitian ini juga bertujuan untuk mengetahui pengaruh perceived enjoyment terhadap hedonic motivation dari pembelian produk pakaian yang pernah dilakukan. Kemudian, hedonic motivation dari pembelian produk pakaian yang pernah dilakukan sebelumnya diuji pada impulsive repurchase intention. Selain itu, penelitian ini juga menguji pengaruh mediasi hedonic motivation pada hubungan perceived enjoyment terhadap impulsive repurchase intention. Penelitian ini menggunakan data dari 278 responden Generasi Z dengan usia 18 tahun hingga 26 tahun yang pernah melakukan pembelian produk pakaian (atasan atau bawahan selain pakaian dalam) melalui online dalam 6 bulan terakhir setelah menonton video pendek endorsement yang diunggah influencer di media sosial. Hasil penelitian menunjukkan hubungan demand, convenience, dan playfulness secara signifikan mempengaruhi perceived enjoyment, namun interactivity menunjukkan hasil yang tidak signifikan. Hasil juga menunjukkan perceived enjoyment signifikan mempengaruhi hedonic motivation. Kemudian, hubungan hedonic motivation signifikan mempengaruhi impulsive repurchase intention. Pada uji mediasi, hasil menunjukkan pengaruh yang parsial pada mediasi hedonic motivation terhadap hubungan perceived enjoyment terhadap impulsive repurchase intention.

.....This research aims to determine the influence of demand, convenience, interactivity, and playfulness as external factors on giving stimulus from short video towards perceived enjoyment. This research also aims to determine the influence of perceived enjoyment to hedonic motivation from the previous fashion product purchased. Lastly, hedonic motivation from the previous fashion product purchase is then examined on impulsive repurchase intention. Furthermore, this research also examined the mediating effect of hedonic motivation on the relationship between perceived enjoyment and impulsive repurchase intention. This research uses data from 278 Generation Z respondents aged 18 to 26 years old who have purchased fashion products (tops or bottoms other than undergarments) online in the last 6 months after watching endorsement short videos uploaded by influencers on social media. The result shows the correlation between demand, convenience, and perceived enjoyment influences perceived enjoyment, however, interactivity is not significant. The result also shows that perceived enjoyment significantly influences hedonic motivation. Lastly, the relation between hedonic motivation significantly influences impulsive repurchase intentions. The mediation test shows a partial effect of hedonic motivation on the relationship between perceived enjoyment and impulsive repurchase intention.