

# Pengaruh motivasi belanja hedonis terhadap perilaku pembelian kompulsif produk fashion secara online selama pandemi COVID-19 = Effects of hedonic shopping motivation on compulsive buying behaviour between online fashion buyers during COVID-19 pandemic

Khairina Gusfiarni, author

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## Abstrak

Penelitian ini bertujuan untuk memahami pengaruh motivasi belanja hedonis (gratification seeking, idea shopping, adventure shopping, social shopping, role play, dan value shopping) pada perilaku pembelian kompulsif produk fashion secara online selama pandemi COVID-19. Penelitian kuantitatif ini menggunakan metode purposive sampling dengan jumlah sampel 278 responden. Data diolah dengan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa gratification seeking, idea shopping, adventure shopping, dan social shopping berpengaruh positif terhadap perilaku pembelian kompulsif produk fashion secara online selama pandemi COVID-19. Selanjutnya, value shopping memiliki pengaruh negatif terhadap perilaku pembelian kompulsif produk fashion secara online selama pandemi COVID-19. Sedangkan role play tidak memiliki pengaruh yang signifikan terhadap perilaku pembelian kompulsif produk fashion secara online selama pandemi COVID-19.

.....This study aims to understand the effect of hedonic shopping motivation (gratification seeking, idea shopping, adventure shopping, social shopping, role play, and value shopping) on the compulsive buying behavior of online fashion products during the COVID-19 pandemic. This quantitative study uses the purposive sampling method with a sample of 278 respondents. The data was processed using the Structural Equation Modeling (SEM) method. The results showed that gratification seeking, idea shopping, adventure shopping, and social shopping had a positive effect on the compulsive buying behavior of online fashion products during the COVID-19 pandemic. Furthermore, value shopping has a negative influence on the compulsive buying behavior of online fashion products during the COVID-19 pandemic. Meanwhile, role play does not have a significant influence on the compulsive buying behavior of online fashion products during the COVID-19 pandemic.