

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel *cashless society* terhadap *hedonic shopping motivation* serta dampaknya terhadap *impulse buying*. Dalam penelitian ini, sampel yang digunakan berjumlah 111 responden yang merupakan generasi Z pengguna *cashless e-commerce* dengan metode pengambilan sampel *purposive sampling*. Penelitian ini merupakan jenis penelitian survey dengan pendekatan kuantitatif. Data yang diperoleh berupa data primer melalui kuesioner dan kemudian dianalisis menggunakan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa 1) *cashless society* berpengaruh positif terhadap *impulse buying*, 2) *cashless society* berpengaruh positif terhadap *hedonic shopping motivation*, 3) *hedonic shopping motivation* berpengaruh positif terhadap *impulse buying*, dan 4) *hedonic shopping motivation* hanya mampu memediasi secara partial pengaruh *cashless society* terhadap *impulse buying*.

Kata kunci: *Cashless Society, Hedonic Shopping Motivation, Impulse Buying*

SUMMARY

This study aims to determine and analyse the influence of cashless society on hedonic shopping motivation and the impact on impulse buying. In this study, the sample used amounted to 111 respondents who were Z Generation users of cashless e-commerce with purposive sampling method. This research uses a survey type with a quantitative approach. Research data obtained in the form of primary data with data collection through questionnaires and then the data were analysed using SmartPLS 3.0. The results of this study indicate that 1) cashless society has a positive effect on impulse buying, 2) cashless society has a positive effect on hedonic shopping motivation, 3) hedonic shopping motivation has a positive effect on impulse buying, and 4) hedonic shopping motivation can only partially mediate the influence of cashless society on impulse buying.

Keywords : Cashless Society, Hedonic Shopping Motivation, Impulse Buying

