

**THE IMPACT OF HEDONIC MOTIVATION, PAYLATER
FEATURES, SALES PROMOTION, AND WEB QUALITY
TO ONLINE IMPULSIVE BUYING BEHAVIOUR OF
GENERATION Z CONSUMERS IN INDONESIA**



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2023**

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APPROVAL PAGE

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FOREWORD

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Surabaya, 26th June 2023

Researcher
Nadila Hingis Maryadi

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ABSTRACT

During this era, there have been remarkable advancements in technology, which have brought about disruptive developments. This trend is evident in Indonesia, where people are enthusiastic about innovating in the realm of online shopping. They are not only focused on enhancing online shopping platforms but also on expanding the range of payment options available. Over time, individuals in Indonesia have gained more choices, such as the introduction of the paylater feature. Consequently, there has been an increase in impulsive buying among many Indonesians.

The purpose of this study is to examine the impact of hedonic motivation, the paylater feature, sales promotion, and web quality on the online impulsive buying behavior of Generation Z consumers in Indonesia. Generation Z, characterized by their adeptness with technology and strong digital connectivity, has emerged as a significant consumer group in the e-commerce industry.

The data for this study was collected through a Google Form survey. The researcher gathered responses from 246 individuals residing in Indonesia, aged between 11 and 26 years old, who had used the paylater feature as a payment option three past months. The collected data was then processed using Smart PLS 4.0 and analyzed through the Structural Equation Model (SEM) method.

The findings of the study indicate that hedonic motivation has a significant influence on online impulsive buying behavior. Additionally, the presence of the paylater feature, sales promotion efforts, and web quality also exert a significant influence on online impulsive buying behavior.

Keywords: Hedonic motivation, paylater feature, sales promotion, web quality, online impulsive buying behaviour.

ABSTRAK

Pada era ini, teknologi mengalami perkembangan signifikan. Perkembangan tersebut terjadi secara disruptif. Secara konkret, fenomena ini juga dapat diamati di Indonesia. Masyarakat Indonesia gemar melakukan inovasi dalam hal belanja online. Mereka tidak hanya fokus pada pengembangan platform online untuk berbelanja, tetapi juga pada pengembangan opsi pembayaran. Seiring berjalannya waktu, mereka mulai memiliki lebih banyak pilihan pembayaran seperti fitur *paylater*. Akibatnya, banyak orang di Indonesia mulai berbelanja secara impulsif.

Penelitian ini bertujuan untuk menyelidiki pengaruh motivasi hedonis, fitur *paylater*, promosi penjualan, dan kualitas situs web terhadap perilaku pembelian impulsif secara online pada konsumen Generasi Z di Indonesia. Generasi Z, yang ditandai sebagai individu yang mahir dalam teknologi dan terhubung secara digital, telah menjadi segmen konsumen yang signifikan dalam industri e-commerce.

Data yang digunakan dikumpulkan melalui formulir Google. Peneliti mengumpulkan 24 responden yang berdomisili di Indonesia, berusia 11-26 tahun, dan memiliki pengalaman menggunakan fitur *paylater* sebagai opsi pembayaran setidaknya sekali sebulan. Data kemudian akan diproses menggunakan Smart PLS 4.0 dengan metode SEM (Structural Equation Model).

Peneliti menemukan bahwa motivasi hedonis memiliki pengaruh signifikan terhadap perilaku pembelian impulsif secara online. Fitur *paylater* memiliki pengaruh signifikan terhadap perilaku pembelian impulsif secara online. Promosi penjualan memiliki pengaruh signifikan terhadap perilaku pembelian impulsif secara online. Dan yang terakhir, kualitas situs web memiliki pengaruh signifikan terhadap perilaku pembelian impulsif secara online.

Kata kunci: Motivasi Hedonis, Fitur *paylater*, Promosi penjualan, Kualitas web, perilaku pembelian impulsive secara online