

ABSTRACT

Tokopedia has become one of the most popular marketplaces and is in demand by various age groups, from teenagers to adults. In the beginning, Tokopedia was the largest and number one marketplace in Indonesia. However, in recent years, Tokopedia, which has the highest number of visitors and transaction value, has experienced a decline and was displaced by Shopee. In addition, Tokopedia also received many complaints from consumers through social media. These complaints indicate consumer dissatisfaction and inconvenience, which ultimately affect impulse purchases and result in a decline in sales. The existence of previous research gaps regarding Value shopping, Idea shopping, and Social shopping is an opportunity in this study to prove the results.

This study aims to determine the effect of hedonic shopping motivation on impulse purchases for Tokopedia users in Semarang City. The population in this study are people in Semarang City who are Tokopedia users and have purchased products at least once in the past year and are at least 17 years old. Data collection was carried out by distributing closed questionnaires online and successfully obtained 125 respondents selected using purposive sampling technique. The data obtained was then analyzed quantitatively using multiple linear regression analysis method through SPSS (Statistical Package for the Social Sciences) 26.

The findings of this study indicate that adventure shopping and value shopping have a positive and significant influence on impulse buying. Meanwhile, idea shopping and social shopping have a negative and significant influence on impulse purchases. There is no significant influence between relaxation shopping and impulse purchases. The managerial implication that can be applied is to use this research as a consideration for Tokopedia in increasing hedonic shopping motivation so that users feel satisfied, thereby increasing impulse purchases.

Keywords: *Adventure shopping, Value shopping, Idea shopping, Social shopping, Relaxation shopping, Impulse buying.*