

ABSTRACT

The Effect of Promotion, Social Influence, and Hedonic Value on Buying Behavior through Purchase Intention at Shopee.

Rosaleni Eka Isdayanti¹⁾, Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T²⁾

¹⁾ Student of Management Departement, Pembangunan Jaya University

²⁾ Lecture of Management Departement, Pembangunan Jaya University

The internet which continues to experience improvement, has a positive impact on various aspects, especially online business aspects. The increase in internet users in Indonesia and the COVID-19 pandemic have made mobility in people's movements even narrower due to the PSBB (Large-Scale Social Restrictions) regulations providing great opportunities for online business (buying and selling) or better known as E-Commerce, especially in the Shopee application. The purpose of this study is to determine the effect of Promotion, Social Influence, and Hedonic Value on Buying Behavior through at Shopee. This type of quantitative research on 200 samples with the research object of the online shopping application Shopee and using a non-probability sampling technique with a purposive sampling method. The data collection technique was through distributing questionnaires on Google Forms with data analysis using the SmartPLS 3.0 software instrument. The results showed that consumer purchase intention has the most significant role in consumer buying behavior and purchase intention plays a role in mediating the two independent research variables (Promotion and Social Influence) on the dependent variable (Buying Behavior) expect for the Hedonic Value variable.

Keywords: E-Commerce, Promotion, Social Influence, Hedonic Value, Purchase Intention, Buying Behaviour.

Libraries : 62

Public Years : 2014-2022