

ANALYSIS ON THE EFFECT OF SERVICE QUALITY AND HEDONIC SHOPPING MOTIVES TOWARD ONLINE IMPULSE BUYING ON STUDENTS IN BENGKALIS SUB DISTRICT

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ABSTRACT

This study aims to determine the effect of service quality and hedonic shopping motives on online impulse shopping behavior. This study uses qualitative and quantitative methods, namely to explain the relationship between two variables with the objectives: 1) To determine the effect of service quality on online impulsive shopping behavior, 2) To determine the effect of hedonic shopping motives on online impulsive shopping, 3) To determine the effect of service quality and hedonic on online impulsive buying. In this study, the researcher used a non-probability sampling technique, where only those who had bought a product or goods from an online store. The data obtained through the distribution of questionnaires to 120 respondents. The analysis used in this research is simple regression analysis and uses the t hypothesis test. The results obtained: 1) There is a positive and significant effect of Service Quality (X1) partially on Online Impulsive Buying decisions on Students in Bengkalis Sub-District who are influenced by 54%. 2) There is a positive and significant effect of Hedonic Shopping Motives (X2) partially on Online Impulsive Buying decisions on Students in Bengkalis Sub District who are influenced by 39,8%. 3) There is a positive and significant effect of Service Quality (X1), and Hedonic Shopping Motives (X2) simultaneously on online Impulse Buying (Y) are influenced by 27.8%. Based on the results of the research above, the researcher concludes that service quality and hedonic shopping motives are one of the considerations in the marketing aspect.

Keyword: Online Shopping, Service Quality, Hedonic Shopping Motives, Online Impulse Buying