

ABSTRAK

PENGARUH MOTIVASI BELANJA HEDONIS, SCARCITY, POTONGAN HARGA, DAN VISUAL APPEAL TERHADAP PEMBELIAN IMPULSIF DI MARKETPLACE

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Penelitian ini bertujuan untuk menganalisis pengaruh Motivasi Belanja Hedonis, Scarcity, Potongan Harga, dan Visual Appeal terhadap Pembelian Impulsif produk fashion di marketplace pada konsumen Kota Medan. Pertumbuhan pesat marketplace di Indonesia mendorong meningkatnya pembelian impulsif, khususnya pada produk fashion yang memiliki nilai hedonis tinggi. Penelitian menggunakan pendekatan kuantitatif kausal dengan data dari 120 responden yang dipilih melalui purposive sampling, dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa Motivasi Belanja Hedonis ($\beta = 0,587$; $p = 0,000$), Scarcity ($\beta = 0,273$; $p = 0,002$), Potongan Harga ($\beta = 0,348$; $p = 0,037$), dan Visual Appeal ($\beta = 0,341$; $p = 0,000$) seluruhnya berpengaruh positif dan signifikan terhadap Pembelian Impulsif. Secara simultan, keempat variabel berpengaruh signifikan terhadap Pembelian Impulsif dengan nilai R^2 sebesar 0,626 (kategori moderat). Motivasi Belanja Hedonis mencatat *effect size* terbesar ($F^2 = 0,133$, efek sedang), mengindikasikan bahwa dorongan emosional dan kesenangan berbelanja merupakan pendorong pembelian impulsif yang paling kuat di marketplace fashion.

Temuan ini mengimplikasikan bahwa strategi pemasaran produk fashion di marketplace sebaiknya mengintegrasikan nilai hedonis, implementasi *scarcity* yang tepat sasaran, potongan harga yang strategis, serta peningkatan kualitas presentasi visual secara sinergis untuk memaksimalkan pembelian impulsif. Penelitian ini memperluas *hedonic motivation theory*, *psychological reactance theory*, dan *reference price theory* ke dalam konteks perdagangan digital produk fashion, menunjukkan bahwa faktor psikologis dan stimulus pemasaran secara sinergis mendorong pembelian impulsif konsumen di pasar digital yang berkembang pesat.

Kata Kunci: Motivasi Belanja Hedonis, Scarcity, Potongan Harga, Visual Appeal, Pembelian Impulsif, Marketplace

ABSTRACT

THE EFFECT OF HEDONIC SHOPPING MOTIVATION, SCARCITY, PRICE DISCOUNT, AND VISUAL APPEAL ON IMPULSE BUYING IN MARKETPLACE

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This study aims to analyze the effect of Hedonic Shopping Motivation, Scarcity, Price Discount, and Visual Appeal on Impulse Buying of fashion products in marketplaces among consumers in Medan City. The rapid growth of marketplace platforms in Indonesia has driven an increase in impulse buying, particularly for fashion products with high hedonic value. This study employed a quantitative causal research design with data collected from 120 respondents selected through purposive sampling, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0.

The findings reveal that Hedonic Shopping Motivation ($\beta = 0.587$; $p = 0.000$), Scarcity ($\beta = 0.273$; $p = 0.002$), Price Discount ($\beta = 0.348$; $p = 0.037$), and Visual Appeal ($\beta = 0.341$; $p = 0.000$) each exert a positive and significant effect on Impulse Buying. Simultaneously, all four variables significantly influence Impulse Buying with an R^2 value of 0.626 (moderate category). Hedonic Shopping Motivation records the largest *effect size* ($F^2 = 0.133$, medium effect), indicating that emotional drive and shopping enjoyment are the most powerful drivers of impulse buying in the fashion marketplace.

These findings imply that marketing strategies for fashion products in marketplaces should synergistically integrate hedonic value, targeted *scarcity* implementation, strategic price discounts, and enhanced visual presentation quality to maximize impulse buying. Theoretically, this study extends *hedonic motivation theory*, *psychological reactance theory*, and *reference price theory* into the digital fashion commerce context, demonstrating that psychological factors and marketing stimuli synergistically drive consumer impulse buying in rapidly growing digital markets.

Keywords: Hedonic Shopping Motivation, Scarcity, Price Discount, Visual Appeal, Impulse Buying, Marketplace