

## ABSTRAK

### **PENGARUH *HEDONIC SHOPPING MOTIVATION*, *E-WOM* DAN *CONTENT MARKETING* TERHADAP *IMPULSE BUYING* GENERASI Z PADA TOKO *FASHION* (STUDI PADA KONSUMEN GENERASI Z MELALUI *PLATFORM* *TIKTOK* DI BANDAR LAMPUNG)**

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Platform Tiktok sangat berdampak terhadap impulse buying dikalangan generasi Z. Hal inilah yang menjadi dasar bagaimana hedonic shopping motivation, electronic word of mouth dan content marketing berdampak pada impulse buying generasi Z. Penelitian ini bertujuan untuk mengkaji pengaruh *hedonic shopping motivation*, *electronic word of mouth* dan *content marketing* terhadap *impulse buying* generasi z pada toko *fashion* melalui platform tiktok di bandar lampung. Metode yang digunakan pada penelitian ini adalah *explanatory research* dengan pendekatannya yaitu kuantitatif. Populasi yang ditetapkan untuk melakukan penelitian ini yaitu generasi z platform TikTok di Bandar Lampung dengan jumlah sampel penelitian sebanyak 97 responden yang dikumpulkan melalui kuesioner disebarakan secara *online*. Teknik sampling yang digunakan untuk melakukan penarikan sampel pada penelitian ini yaitu teknik non probability sampling dengan jenis purposive sampling. Adapun analisis yang digunakan untuk menguji data dalam penelitian ini yaitu analisis linear berganda. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa *hedonic shopping motivation* berpengaruh signifikan secara parsial terhadap *impulse buying* pada platform TikTok sebesar 95,5%. Kemudian *electronic word of mouth* berpengaruh signifikan secara parsial terhadap *impulse buying* pada platform Tiktok sebesar 23,7% dan *content marketing* berpengaruh signifikan secara parsial terhadap *impulse buying* pada platform Tiktok sebesar 39,9%. Berdasarkan hasil uji secara simultan menunjukkan bahwa terdapat pengaruh yang signifikan antara *hedonic shopping motivation*, *electronic word of mouth*, *content marketing* dan *impulse buying* secara simultan berpengaruh signifikan terhadap *impulse buying* pada platform Tiktok sebesar 74,3%, sedangkan sisanya sebesar 25,7% dijelaskan oleh variabel lain yang tidak diteliti oleh peneliti.

**Kata Kunci:** *Hedonic shopping motivation*, *E-wom*, *Content marketing* dan *Impulse buying*

## **ABSTRACT**

### ***THE EFFECT OF HEDONIC SHOPPING MOTIVATION, E-WOM AND CONTENT MARKETING ON GENERATION Z'S IMPULSE BUYING IN FASHION STORES (STUDY OF GENERATION Z CONSUMERS VIA THE TIKTOK PLATFORM IN BANDAR LAMPUNG)***

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*The Tiktok platform has a big impact on impulse buying among generation Z. This is the basis for how hedonic shopping motivation, electronic word of mouth and content marketing impact impulse buying in generation Z. This research aims to examine the influence of hedonic shopping motivation, electronic word of mouth and content marketing on generation Z's impulse buying in fashion stores via the TikTok platform in Bandar Lampung. The method used in this research is explanatory research with a quantitative approach. The population determined to conduct this research is the generation z on the TikTok platform in Bandar Lampung with a research sample of 97 respondents collected through questionnaires distributed online. The sampling technique used to draw samples in this research is a non-probability sampling technique with purposive sampling type. The analysis used to test the data in this research is multiple linear analysis. Based on research results and data analysis, it shows that hedonic shopping motivation has a partially significant effect on impulse buying on the TikTok platform by 95.5%. Then electronic word of mouth has a partially significant effect on impulse buying on the Tiktok platform by 23.7% and content marketing has a partially significant effect on impulse buying on the Tiktok platform by 39.9%. Based on the results of simultaneous tests, it shows that there is a significant influence between hedonic shopping motivation, electronic word of mouth, content marketing and impulse buying which simultaneously has a significant influence on impulse buying on the Tiktok platform by 74.3%, while the remaining 25.7% is explained by other variables not studied by researchers.*

***Keywords: Hedonic shopping motivation, E-wom, Content marketing and  
Impulse buying***