

ABSTRAK

Pengguna internet saat ini di dominasi oleh generasi Z, dikarenakan Keterbukaan generasi Z dalam menerima berbagai perubahan teknologi, sehingga menyebabkan mereka mudah menerima inovasi dan perkembangan teknologi tersebut. Penelitian ini dilakukan untuk memperoleh gambaran mengenai *Hedonic Shopping Motivation* dan Penggunaan *Paylater* terhadap *Impulse Buying* pada pengguna *e-commerce* Shopee generasi Z di Kota Jambi dan mengetahui besarnya pengaruh tiap variabel bebas terhadap variabel terikat baik secara simultan maupun secara parsial. Teknik pengumpulan data yang digunakan adalah kuisioner yang disebar secara *online* melalui google formulir. Sampel yang digunakan dalam penelitian sebanyak 100 responden dengan metode *purposive sampling*. Metode analisis yang digunakan adalah regresi berganda. Dan hasil penelitian menunjukkan bahwa terdapat pengaruh *Hedonic Shopping Motivation* dan Penggunaan *Paylater* yang menjadi variabel bebasnya dan *Impulse Buying* sebagai variabel terikat. Dengan variabel *Hedonic Shopping Motivation* memberikan pengaruh terbesar sebesar 48,49.

Kata Kunci: *E-commerce* Shopee, *Hedonic Shopping Motivation*, , *Impulse Buying*, Penggunaan *Paylater*

ABSTRACT

The current internet users are predominantly dominated by Generation Z, attributed to their openness in embracing various technological changes, thereby making them more receptive to innovations and technological advancements. This research was conducted to obtain an overview of Hedonic Shopping Motivation and the Use of Paylater on Impulse Buying among Generation Z Shopee e-commerce users in Jambi City, as well as to determine the extent of the influence of each independent variable on the dependent variable both simultaneously and partially. The data collection technique employed was an online questionnaire distributed via Google Forms. The sample used in the study consisted of 100 respondents selected through purposive sampling method. The analytical method used was multiple regression. The research findings indicate that there is an influence of Hedonic Shopping Motivation and the Use of Paylater as independent variables on Impulse Buying as the dependent variable. The Hedonic Shopping Motivation variable was found to have the greatest influence at 48.49 percent.

Keywords: *E-commerce Shopee, Hedonic Shopping Motivation, Impulse Buying, and the Use of Paylater.*