

GEN Z'S HEDONIC SHOPPING MOTIVATION AND ITS IMPACT ON IMPULSE BUYING ON THE SHOPEE E-MARKETPLACE

ABSTRACT

This study aims to analyze the influence of live streaming commerce and the fear of missing out (FOMO) on impulse buying mediated by hedonic shopping motivation among Generation Z users of the Shopee e-marketplace, and to identify the most dominant variables influencing hedonic shopping motivation and impulse buying. Primary data were collected via questionnaires distributed to 230 Generation Z respondents residing in the Jabodetabek area who had previously watched and made purchases through Shopee's live streaming feature. A non-probability sampling method specifically purposive sampling was employed. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The results indicate that live streaming commerce and FOMO have a positive and significant influence on hedonic shopping motivation. Furthermore, live streaming commerce, FOMO, and hedonic shopping motivation positively and significantly influence impulse buying. Hedonic shopping motivation was also found to positively and significantly mediate the effects of live streaming commerce and FOMO on impulse buying. Based on direct and total effect results, FOMO is the most dominant variable influencing hedonic shopping motivation and impulse buying among Generation Z users on the Shopee e-marketplace.

Keywords: fear of missing out, generasi Z, hedonic shopping motivation, impulse buying, live streaming commerce, shopee

(xv + 129 + Attachment)

References (1974 – 2026)