

### ***ABSTRACT***

This study aims to analyze the role of impulse buying as a mediation in the relationship between hedonic motivation and utilitarian motivation on compulsive buying among e-commerce users. The research method used is a quantitative approach with the application of Structural Equation Modeling (SEM) through SmartPLS 4.0 software. Data was obtained through an online survey involving 201 respondents from Gen Z in Pekalongan.

The results showed that hedonic motivation does not have a significant effect directly on compulsive buying, but has a significant influence through impulsive buying which functions as a full mediation. In contrast, utilitarian motivation has a direct influence on compulsive buying, but is not mediation by impulsive buying. In addition, impulse buying shows a positive and significant influence on compulsive buying, indicating that individuals who tend to make impulsive purchases are more prone to compulsive shopping behavior.

**Keywords:** Impulse Buying, Hedonic Motivation, Utilitarian Motivation, Compulsive Buying, E-Commerce.

### ***ABSTRAK***

Penelitian ini bertujuan untuk menganalisis peran impulse buying sebagai mediasi dalam hubungan antara motivasi hedonis dan motivasi utilitarian terhadap compulsive buying pada pengguna e-commerce. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan penerapan Structural Equation Modeling (SEM) melalui software SmartPLS 4.0. Data diperoleh melalui survei daring yang melibatkan 201 responden dari Gen Z di Pekalongan.

Hasil penelitian menunjukkan bahwa motivasi hedonis tidak memiliki pengaruh signifikan secara langsung terhadap pembelian kompulsif, namun memiliki pengaruh signifikan melalui pembelian impulsif yang berfungsi sebagai mediasi penuh. Sebaliknya, motivasi utilitarian memiliki pengaruh langsung terhadap pembelian impulsif, namun tidak dimediasi oleh pembelian impulsif. Selain itu, impulse buying menunjukkan pengaruh positif dan signifikan terhadap compulsive buying, mengindikasikan bahwa individu yang cenderung melakukan pembelian impulsif lebih rentan terhadap perilaku belanja kompulsif.

**Kata kunci:** Pembelian Impulsif, Motivasi Hedonik, Motivasi Utilitarian, Pembelian Kompulsif, E-Commerce.