

ABSTRAK

Penelitian ini untuk menganalisis pengaruh *hedonic value*, *trust*, dan *sales promotion* terhadap *online purchase intention* pada aplikasi happy fresh. Desain penelitian menggunakan kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling pada 163 responden. Metode analisis yang digunakan yaitu *structural equation modeling (SEM)* dan pengolahan data menggunakan *partial least square (PLS)*. Hasil penelitian menunjukkan *hedonic value* tidak berpengaruh signifikan terhadap *online purchase intention*, *trust* berpengaruh positif dan signifikan terhadap *online purchase intention*, *sales promotion* berpengaruh positif dan signifikan terhadap *online purchase intention*.

Kata Kunci: *Hedonic Value, Trust, Sales Promotion, Online Purchase Intention.*

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ABSTRACT

This study was conducted to analyze the effect of hedonic value, trust and sales promotion on online purchasing intention on Happy fresh platform. The research design uses quantitative. The sampling technique used purposive sampling on 125 respondents. The analytical method used is structural equation modeling (SEM) and data processing using partial least squares (PLS). The results showed that hedonic value has no significant effect on online purchase intention, trust has a positive and significant effect on online purchase intention, sales promotion has a positive and significant effect on online purchase intention.

Keywords: *Hedonic Value, Trust, Sales Promotion, Online Purchase Intention*

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