

ABSTRACT

**THE RELATIONSHIP BETWEEN UTILITARIAN PURCHASE
MOTIVATION AND HEDONIC PURCHASE MOTIVATION
WITH WILLINGNESS TO BUY PIZZA PRODUCTS AT PT.
XYZ THROUGH ONLINE FOOD DELIVERY APPLICATIONS
IN BEKASI**

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This study aims to see whether there is a relationship between Utilitarian Purchase Motivation and Hedonic Purchase Motivation with Willingness to Buy Pizza Products at PT. XYZ through the Online Food Delivery Application in Bekasi. One store that implements this is PT. XYZ has established its own online platform, namely Pizza Hut Indonesia and other platforms such as Grab, Gojek and Shoopefood. This study uses a quantitative method with the variables studied are Utilitarian and Hedonic with Willingness to Buy with a sampling technique that is Purposive Sampling with a total of 140 respondents. The results of the correlation test showed that the correlation coefficient using spearman $r = 0.619$ ($p = 0.142$; $p > 0.05$) which means that there is a relationship between Utilitarian and Hedonic and Willingness to Buy in purchasing pizza through the Online Food Delivery application.

Keywords: Utilitarian Motivation and Hedonic Motivation,
Willingness o Buy, Application Online Food Delivery

ABSTRAK

**HUBUNGAN MOTIVASI PEMBELIAN *UTILITARIAN* DAN
MOTIVASI PEMBELIAN *HEDONIC* DENGAN *WILLINGNESS
TO BUY* PRODUK PIZZA DI PT.XYZ MELALUI APLIKASI
ONLINE FOOD DELIVERY DI BEKASI**

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Penelitian ini bertujuan untuk melihat apakah terdapat hubungan Motivasi Pembelian *Utilitarian* dan Motivasi Pembelian *Hedonic* dengan *Willingness to Buy* Produk Pizza di PT. XYZ melalui Aplikasi Online Food Delivery di Bekasi. Salah satu store yang menerapkan hal ini adalah PT. XYZ yang mendirikan platform *onlinenya* sendiri yaitu Pizza Hut Indonesia dan Platform lainnya seperti Grab, Gojek dan Shoopefood. Penelitian ini menggunakan metode kuantitatif dengan variabel yang diteliti adalah *Utilitarian* dan *Hedonic* dengan *Willingness to Buy* dengan teknik pengambilan sampel yaitu *Purposive Sampling* dengan total responden 140 orang. Hasil uji korelasi menunjukkan nilai koefisien korelasi menggunakan spearman $r = 0,619$ ($p = 0,142$; $p > 0,05$) yang artinya ada hubungan antara *Utilitarian* dan *Hedonic* dengan *Willingness to Buy* dalam pembelian pizza melalui aplikasi *Online Food Delivery*.

Kata Kunci: Motivasi *Utilitarian* dan Motivasi *Hedonic*, *Willingness to Buy*, Aplikasi *Online Food Delivery*