

**GAMBARAN *HEDONIC SHOPPING MOTIVATIONS* PADA MAHASISWA
PENERIMA KARTU INDONESIA PINTAR (KIP) KULIAH DI KOTA
PADANG**

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Mendapatkan
Gelar Sarjana Psikologi**



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Hedonic Shopping Motivations among Recipients Kartu Indonesia Pintar (KIP) for College Students in Padang

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ABSTRACT

Students receiving the Kartu Indonesia Pintar (KIP) Kuliah program receive educational and living expense assistance to support their continuation of higher education. In their daily lives, students may have various motivations for engaging in shopping activities, including motivations related to pleasure, experience, social interaction, and personal satisfaction, which are known as hedonic shopping motivations. This study aimed to describe hedonic shopping motivations among KIP Kuliah recipients in Padang City based on the six categories of hedonic shopping motivations. This study employed a quantitative method with a descriptive design. The participants were 393 active KIP Kuliah recipients in Padang City who were selected using voluntary sampling. Hedonic shopping motivations were measured using the Hedonic Shopping Motivations Scale developed by Arnold and Reynolds (2003). Data were analyzed using descriptive statistics with the assistance of IBM SPSS Statistics 25 for Windows. The results showed that hedonic shopping motivations among KIP Kuliah recipients in Padang City were in the moderate category. Based on the categorization of each category, value shopping had the highest proportion of students in the high category, with 373 students (94.9%), followed by adventure shopping with 325 students (82.7%), social shopping with 302 students (76.8%), role shopping with 297 students (75.6%), and gratification shopping with 258 students (65.6%). Meanwhile, idea shopping had the lowest proportion of students in the high category, with 150 students (38.2%). These findings indicate that the six categories of hedonic shopping motivations varied in their proportions among KIP Kuliah recipients, with value shopping being the most prominent category.

Keywords: College students, hedonic shopping motivations, KIP Kuliah

Gambaran *Hedonic Shopping Motivations* Pada Mahasiswa Penerima Kartu Indonesia Pintar (KIP) Kuliah Di Kota Padang

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ABSTRAK

Mahasiswa penerima Kartu Indonesia Pintar (KIP) Kuliah memperoleh bantuan biaya pendidikan dan biaya hidup untuk mendukung keberlangsungan pendidikan tinggi. Dalam menjalani kehidupan perkuliahan, mahasiswa dapat memiliki berbagai motivasi dalam melakukan aktivitas berbelanja, termasuk motivasi yang berkaitan dengan kesenangan, pengalaman, interaksi sosial, dan kepuasan pribadi yang dikenal sebagai *hedonic shopping motivations*. Penelitian ini bertujuan untuk mengetahui gambaran *hedonic shopping motivations* pada mahasiswa penerima KIP Kuliah di Kota Padang berdasarkan enam kategori *hedonic shopping motivations*. Penelitian ini menggunakan metode kuantitatif dengan desain deskriptif. Responden penelitian berjumlah 393 mahasiswa aktif penerima KIP Kuliah di Kota Padang yang dipilih menggunakan teknik *voluntary sampling*. Pengukuran *hedonic shopping motivations* dilakukan menggunakan skala *hedonic shopping motivations* yang dikembangkan oleh Arnold dan Reynolds (2003). Analisis data dilakukan menggunakan statistik deskriptif dengan bantuan IBM SPSS Statistic 25 for Windows. Hasil penelitian menunjukkan bahwa *hedonic shopping motivations* pada mahasiswa penerima KIP Kuliah di Kota Padang berada pada kategori sedang. Berdasarkan kategorisasi masing-masing kategori, *value shopping* memiliki proporsi kategorisasi tinggi terbesar, yaitu 373 mahasiswa (94,9%), diikuti *adventure shopping* sebanyak 325 mahasiswa (82,7%), *social shopping* sebanyak 302 mahasiswa (76,8%), *role shopping* sebanyak 297 mahasiswa (75,6%), dan *gratification shopping* sebanyak 258 mahasiswa (65,6%). Sementara itu, *idea shopping* memiliki proporsi kategori tinggi paling rendah, yaitu 150 mahasiswa (38,2%). Temuan ini menunjukkan bahwa keenam kategori *hedonic shopping motivations* memiliki proporsi yang berbeda pada mahasiswa penerima KIP Kuliah, dengan *value shopping* sebagai kategori yang paling menonjol.

Kata Kunci: Motivasi berbelanja hedonis, KIP Kuliah, mahasiswa