

## ABSTRAK

Fakultas Ekonomi dan Bisnis

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Pengaruh Motivasi Hedonis, Promosi Penjualan, Gaya Hidup Berbelanja, dan *Electronic Word of Mouth* Terhadap Pembelian Impulsif Pada Saat *Special Event Day* Serta Tinjauannya Dalam Prespektif Islam (Studi Kasus Pada Konsumen Shopee DKI Jakarta)

111 halaman + xiv halaman + 20 tabel + 6 gambar, dan 4 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi hedonis, promosi penjualan, gaya hidup berbelanja, *electronic word of mouth* terhadap pembelian impulsif. Populasi dalam penelitian ini adalah konsumen Shopee di DKI Jakarta dengan jumlah sampel 176 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan metode *Structural Equation Modeling Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa (1) motivasi hedonis berpengaruh positif dan signifikan terhadap pembelian impulsif, (2) promosi penjualan berpengaruh positif dan signifikan terhadap pembelian impulsif, (3) gaya hidup berbelanja berpengaruh positif dan signifikan terhadap pembelian impulsif, (4) *electronic word of mouth* tidak berpengaruh terhadap pembelian impulsif. Menurut pandangan Islam promosi penjualan dan *electronic word of mouth* yang terdapat di Shopee sudah sesuai dengan etika bisnis dalam Islam.

## **ABSTRACT**

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*The Influence of Hedonic Motivation, Sales Promotion, Shopping Lifestyle, and Electronic Word of Mouth on Impulsive Purchases During Special Event Days and Their Review in an Islamic Perspective (Case Study on Shopee Consumers DKI Jakarta)*

*111 page + xiv page + 20 tables + 6 pictures, dan 4 attachments*

### **Abstract Description**

*This research aims to determine the effect of hedonic motivation, sales promotion, shopping lifestyle, electronic word of mouth on impulse buying. The population in this study are Shopee consumers in DKI Jakarta with a sample of 176 respondents. The sampling technique used non-probability sampling method with purposive sampling technique through distributing questionnaires. Data analysis used the Structural Equation Modeling Partial Least Square (SEM-PLS) method. The results showed that (1) hedonic motivation had a positive and significant effect on impulse buying, (2) sales promotion had a positive and significant effect on impulsive buying, (3) shopping lifestyle had a positive and significant effect on impulsive buying, (4) electronic word of mouth has no effect on impulse buying. According to the Islamic view, sales promotion and electronic word of mouth contained in Shopee are in accordance with business ethics in Islam.*