

ABSTRAK

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Pengaruh Motivasi Belanja Hedonis dan *Shopping Lifestyle* Terhadap *Impulse Buying* Dengan Emosi Positif Sebagai Mediasi Pada Konsumen Shopee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Pengguna Shopee Di Wilayah Jakarta Pusat)

152 halaman + xiii halaman + 17 tabel + 5 gambar dan 5 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Motivasi Belanja Hedonis dan *Shopping Lifestyle* Terhadap *Impulse Buying* Dengan Emosi Positif Sebagai Mediasi Pada Konsumen Shopee dan Tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian adalah 160 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*. Hasil penelitian ini menunjukkan bahwa : (1) Motivasi belanja hedonis dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap emosi positif. (2) Emosi positif, motivasi belanja hedonis dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying*. (3) Emosi positif memediasi pengaruh motivasi belanja hedonis terhadap *impulse buying*. (4) Emosi positif tidak memediasi pengaruh *shopping lifestyle* terhadap *impulse buying*. Konsumen muslim dalam mengkonsumsi sesuatu harus memperhatikan prinsip – prinsip konsumsi yang halal dan toyyibah. Dalam memenuhi kebutuhan hidup hendaknya sesuai dengan kebutuhan bukan hanya sekedar keinginan yang dapat menyebabkan keborosan.

Kata Kunci : Motivasi Belanja Hedonis, *Shopping Lifestyle*, Emosi Positif, *Impulse Buying*, Islam

ABSTRACT

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The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying With Positive Emotion As Mediation on Shopee Consumers and Its Overview from an Islamic Point of View (Case Study of Shopee Users in the Central Jakarta Area)

152 pages + xiii pages + 17 tables + 5 pictures and 5 attachments

Abstract

This study aims to determine the influence of Hedonic Shopping Motivation, Shopping Lifestyle, Positive Emotion and Impulse Buying for Shopee Consumers and its Overview from an Islamic Point of View. The sample in the study was 160 respondents. The sampling technique used was purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation modeling analysis. The result showed that (1) hedonic shopping motivation and shopping lifestyle had a positive and significant effect on positive emotion. (2) positive emotion, hedonic shopping motivation and shopping lifestyle had a positive and significant effect on impulse buying. (3) Positive emotions mediate the influence of hedonic shopping motivation on impulse buying. (4) Positive emotions does not mediate the influence of shopping lifestyle on impulse buying. Muslim consumers in consuming something must pay attention to the principles of halal consumption and toyyibah. In meeting the needs of life, it should be in accordance with needs, not just desires that cause waste.

Keywords : Hedonic Shopping Motivation, Shopping Lifestyle, Positive Emotion, Impulse Buying, Islam