

## ABSTRAK

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**Pengaruh Gaya Hidup Berbelanja, Keterlibatan Mode, Emosi Positif dan Nilai Belanja Hedonis Terhadap Pembelian Impulsif Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen H&M DKI Jakarta)**

**108 halaman + XIV halaman + 21 tabel + 4 gambar dan 3 lampiran**

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh Gaya Hidup Berbelanja, Keterlibatan Mode, Emosi Positif dan Nilai Belanja Hedonis terhadap Pembelian Impulsif. Sampel yang digunakan dalam penelitian ini adalah konsumen H&M di DKI Jakarta yang pernah melakukan pembelian dan memiliki pengalaman berbelanja berjumlah 155 orang. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling*. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Gaya Hidup Berbelanja berpengaruh positif dan signifikan terhadap Impulse Buying. (2) Keterlibatan Mode berpengaruh positif dan signifikan terhadap Impulse Buying. (3) Emosi Positif tidak berpengaruh terhadap Impulse Buying. (4) nilai belanja hedonis berpengaruh positif dan signifikan terhadap impulse buying. (5) secara simultan seluruh variabel memiliki pengaruh yang positif dan signifikan terhadap impulse buying. Gaya Hidup Berbelanja, Keterlibatan Mode, Emosi Positif, Nilai Belanja Hedonis dan Pembelian Impulsif pada konsumen H&M telah sesuai dengan prinsip-prinsip islam.

**Kata Kunci:** Gaya Hidup Berbelanja, Keterlibatan Mode, Emosi Positif, Nilai Belanja Hedonis dan Pembelian Impulsif

**ABSTRACT**

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***The Influence of Shopping Lifestyle, Fashion Involvement, Positive Emotion and Hedonic Shopping Values on Impulse Buying and Their Review from an Islamic Perspective (Case Study on Consumers of H&M DKI Jakarta)***

***108 pages + XIV pages + 21 tables + 4 pictures and 3 attachments***

**ABSTRACT**

*This study was conducted with the aim of examining the effect of Shopping Lifestyle, Fashion Involvement, Positive Emotions and Hedonic Shopping Values on Impulse Buying. The sample used in this study is H&M consumers in DKI Jakarta who have made purchases and have shopping experience totaling 155 people. The sampling technique used non-probability sampling method, with purposive sampling technique. Methods of data collection by using a questionnaire. Data analysis used multiple linear regression analysis. The results showed that: (1) Shopping Lifestyle has a positive and significant effect on Impulse Buying. (2) Fashion Involvement has a positive and significant effect on Impulse Buying. (3) Positive Emotions have no effect on Impulse Buying. (4) Hedonic Shopping Value has a positive and significant effect on impulse buying. (5) simultaneously all variables have a positive and significant influence on impulse buying. Shopping Lifestyle, Fashion Involvement, Positive Emotions, Hedonic Shopping Values and Impulse Buying on H&M consumers have been in accordance with Islamic principles.*

***Keywords:*** *Shopping Lifestyle, Fashion Involvement, Positive Emotions and Hedonic Shopping Values on Impulse Buying*