

ABSTRAK

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Pengaruh Potongan Harga, Hedonic Shopping Value, Shopping Lifestyle dan Eemosi Positif Terhadap Impulse Buying Pada Pengguna Aplikasi Shopee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pengguna Aplikasi Shopee di Jakarta)
103 halaman + xiv halaman + 22 tabel + 5 gambar dan 3 lampiran

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh Potongan Harga, *Hedonic Shopping Value*, *Shopping Lifestyle* dan Emosi Positif terhadap *Impulse Buying*. Sampel yang digunakan dalam penelitian ini adalah pengguna aplikasi Shopee di Jakarta yang pernah menggunakan aplikasi Shopee untuk melakukan pembelian yang berjumlah 80 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) secara parsial Potongan Harga berpengaruh negatif dan tidak signifikan terhadap *Impulse Buying*. (2) secara parsial *Hedonic Shopping Value* berpengaruh negatif dan tidak signifikan terhadap *Impulse Buying*. (3) secara parsial *Shopping Lifestyle* memiliki pengaruh positif dan signifikan terhadap *Impulse Buying*. (4) secara parsial Emosi Positif memiliki pengaruh positif dan signifikan terhadap *Impulse Buying*. (5) Potongan Harga, *Hedonic Shopping Value*, *Shopping Lifestyle* dan Emosi Positif secara simultan berpengaruh signifikan terhadap *Impulse Buying*. Potongan Harga, *Hedonic Shopping Value*, *Shopping Lifestyle*, Emosi Positif dan *Impulse Buying* pada pengguna aplikasi Shopee telah menerapkan prinsip-prinsip Islam.

Kata Kunci: Potongan Harga, *Hedonic Shopping Value*, *Shopping Lifestyle*, Emosi Positif dan *Impulse Buying*

ABSTRACT

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Effect of Price Dsicount, Hedonic Shopping Value, Shopping Lifestyle and Positive Emotion on Impulse Buying on The Shopee Users Application and Its Review From An Islamic Perspective (Case Study on Shopee Application Users in Jakarta).

103 page + xiv page + 22 table + 5 picture dan 3 attachment

ABSTRACT

This research was conducted with the aim of testing the effect of Price Discounts, Hedonic Shopping Value, Shopping Lifestyle and Positive Emotions on Impulse Buying. The sample used in this study are Shopee application users in Jakarta who have used the Shopee application to make purchases, totaling 80 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 of the study show that: (1) partially Price discounts prices have a negative and do not significant effect on Impulse Buying. (2) partially Hedonic Shopping Value have a negative and do not significant effect on Impulse Buying. (3) partially Shopping Lifestyle has a positive and significant effect on Impulse Buying. (4) partially Positive Emotions have a positive and significant influence on Impulse Buying. (5) Price Discounts, Hedonic Shopping Value, Shopping Lifestyle and Positive Emotions simultaneously have a significant effect on Impulse Buying. Price Discounts, Hedonic Shopping Value, Shopping Lifestyle, Positive Emotions and Impulse Buying on Shopee application users have implemented Islamic principles.

Keywords: *Price Discounts, Hedonic Shopping Value, Shopping Lifestyle, Positive Emotions, Impulse Buying*