

## ABSTRAK

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**Pengaruh Belanja Hedonis Dan *Electronic Word of Mouth* (E-WOM) Terhadap Pembelian Impulsif Dengan Peran Emosi Positif Sebagai Variabel Mediasi Dan Tinjauannya Menurut Sudut Pandang Islam (Studi Pada Konsumen *E-Commerce* Sociolla)**

107 halaman + xiv halaman + 16 tabel + 4 gambar dan 4 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh belanja hedonis dan *electronic word of mouth* (E-WOM) dengan peran emosi positif sebagai variabel mediasi. Populasi penelitian ini adalah konsumen pengguna *e-commerce* Sociolla di DKI Jakarta dengan jumlah sampel 120 responden. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa belanja hedonis dan *electronic word of mouth* dapat dijadikan model yang mempengaruhi pembelian impulsif dengan peran emosi positif sebagai variabel mediasi. Belanja Hedonis berpengaruh positif terhadap pembelian impulsif ( $p$ -values  $< 0,000$ ) sedangkan *electronic word of mouth* (E-WOM) tidak berpengaruh terhadap pembelian impulsif ( $p$ -values  $> 0,896$ ). Belanja hedonis dapat berpengaruh positif terhadap emosi positif ( $p$ -values  $< 0,000$ ) dan emosi positif berpengaruh positif terhadap pembelian impulsif ( $p$ -values  $< 0,017$ ). Emosi positif dapat memediasi pengaruh belanja hedonis terhadap pembelian impulsif ( $p$ -values  $< 0,020$ ). Menurut pandangan Islam, emosi positif baik untuk manusia tetapi ketika berlebihan akan menjadi hal yang bahaya, terutama kesenangan berbelanja hedonis yang dapat menimbulkan pembelian impulsif dalam melakukan pembelian yang tidak sesuai dengan kebutuhannya.

**Kata Kunci:** Belanja Hedonis, *Electronic Word of Mouth* (E-WOM), Pembelian Impulsif, Emosi Positif

## **ABSTRACT**

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***The Effect of Hedonic Shopping and Electronic Word of Mouth (E-WOM) on Impulsive Buying with the Role of Positive Emotions as Mediation Variables and Its Review from an Islamic Perspective (Study on Sociolla E-Commerce Consumers)***

*107 pages + xiv pages + 16 tables + 4 pictures and 4 attachments*

### ***Abstract Description***

*This study aims to determine the effect of hedonic shopping and electronic word of mouth (E-WOM) with the role of positive emotions as a mediating variable. The population of this study is the consumer of Sociolla e-commerce users in DKI Jakarta with a sample of 120 respondents. Data were collected using a questionnaire. Data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that hedonic shopping and electronic word of mouth can be used as models that influence impulse buying with the role of positive emotions as a mediating variable. Hedonic shopping has a positive effect on impulse buying ( $p$ -values  $< 0.000$ ) while electronic word of mouth (E-WOM) has no effect on impulsive buying ( $p$ -values  $> 0.896$ ). Hedonic shopping can have a positive effect on positive emotions ( $p$ -values  $< 0.000$ ) and positive emotions have a positive effect on impulse buying ( $p$ -values  $< 0.017$ ). Positive emotions can mediate the effect of hedonic shopping on impulse buying ( $p$ -values  $< 0.020$ ). According to the Islamic view, positive emotions are good for humans but when they are excessive, they can be dangerous, especially hedonic shopping pleasure which can lead to impulsive buying in making purchases that are not in accordance with their needs.*

***Keywords:*** *Hedonic Shopping, Electronic Word of Mouth (E-WOM), Impulsive Buying, Positive Emotions*