

## ABSTRAK

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**Pengaruh *Hedonic Shopping Motivation, Shopping Lifestyle, Online Trust Dan Positive Emotion Terhadap Impulse Buying Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Kaum Milenial Yang Merupakan Konsumen Shopee)***

147 halaman + xiii halaman + 22 tabel + 4 gambar dan 3 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Hedonic shopping motivation, Shopping lifestyle, Positive emotion, dan Online trust* terhadap *Impulse buying* konsumen milenial Shopee dan tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini adalah 130 Pengguna milenial Shopee. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Data dikumpulkan dengan menggunakan instrument kusioner google form. Metode analisis data yang digunakan yaitu analisis IBM SPSS versi 25. Hasil penelitian ini menunjukkan bahwa  $t$  hitung  $>$   $t$  tabel yang berarti (H1) *Hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *Impulse buying* (2,620  $>$  1,979) (H2) *Shopping lifestyle* berpengaruh positif dan signifikan terhadap *Impulse buying* (2,261  $>$  1,979) (H3) *Positive emotion* berpengaruh positif dan signifikan terhadap *Impulse buying* (4,074  $>$  1,979) (H4) *Online trust* berpengaruh positif dan signifikan terhadap *Impulse buying* (3,083  $>$  1,979) dan hasil penelitian ini menunjukkan bahwa  $f$  hitung  $>$   $f$  tabel yang berarti (H5) *hedonic shopping motivation, shopping lifestyle, positive emotion, dan online trust* secara simultan berpengaruh signifikan terhadap *impulse buying*. (39,48  $>$  2,44). Berdasarkan data hasil nilai Adjusted R Square sebesar 0,558 atau 55,8% hal tersebut menunjukkan bahwa variable *hedonic shopping motivation, shopping lifestyle, positive emotion, dan online trust* memiliki peran mempengaruhi *impulse buying* senilai 0.558 atau sebesar (55,8%). Hal tersebut menunjukkan bahwa *hedonic shopping motivation, shopping lifestyle, positive emotion, dan online trust* dalam mempengaruhi *impulse buying* konsumen milenial Shopee, sedangkan sisanya sebesar 44,2% *impulse buying* dijelaskan oleh faktor lain yang tidak di bahas dalam penelitian ini. Menurut pandangan Islam, islam melarang pembelian yang tidak dibutuhkan, karena seorang muslim harus berperilaku konsumsi yang membawa manfaat dan bukan merugikan. Dan dalam ajaran Islam perilaku *impulsive buying* dipandang sebagai perilaku yang berlebihan atau boros atau bermewah-mewahan yang bisa membawa seseorang kerugian.

**Kata Kunci** : *Hedonic shopping motivation, Shopping lifestyle, Positive emotion, Online trust, Impulse buying, Islam.*

## **ABSTRACT**

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***The Influence of Hedonic Shopping Motivation, Shopping Lifestyle, Online Trust and Positive Emotion on Impulse Buying and its Review from an Islamic Perspective (Case Study on Millennials Who Are Shopee Consumers)***

*147 pages + xiii pages + 22 tables + 4 pictures and 3 attachments*

### ***Abstract Description***

*This study aims to determine the effect of Hedonic shopping motivation, Shopping lifestyle, Positive emotion, and Online trust on Impulse buying of Shopee millennial consumers and their review from an Islamic point of view. The sample in this study was 130 Shopee millennial users. The sampling technique used is purposive sampling. Data was collected using a google form questionnaire instrument. The data analysis method used is the IBM SPSS version 25 analysis. The results of this study show that  $t$  count  $>$   $t$  table which means (H1) Hedonic shopping motivation has a positive and significant effect on Impulse buying ( $2,620 > 1,979$ ) (H2) Shopping lifestyle has a positive and significant effect on significantly to Impulse buying ( $2,261 > 1,979$ ) (H3) Positive emotion has a positive and significant effect on Impulse buying ( $4,074 > 1,979$ ) (H4) Online trust has a positive and significant effect on Impulse buying ( $3,083 > 1,979$ ) and the results of this study show that  $f$  count  $>$   $f$  table which means (H5) hedonic shopping motivation, shopping lifestyle, positive emotion, and online trust simultaneously have a significant effect on impulse buying. ( $39.48 > 2.44$ ). Based on the data from the Adjusted R Square value of 0.558 or 55.8%, it shows that the hedonic shopping motivation, shopping lifestyle, positive emotion, and online trust variables have a role in influencing impulse buying worth 0.558 or (55.8%). This shows that hedonic shopping motivation, shopping lifestyle, positive emotion, and online trust influence the impulse buying of Shopee millennial consumers, while the remaining 44.2% of impulse buying is explained by other factors not discussed in this study. According to the Islamic view, Islam forbids unnecessary purchases, because a Muslim must behave in consumption that brings benefits and not harms. And in Islamic teachings, impulsive buying behavior is seen as excessive or extravagant or extravagant behavior that can bring someone a loss.*

***Keywords:*** *Hedonic shopping motivation, Shopping lifestyle, Positive emotion, Online trust, Impulse buying, Islam.*