

ABSTRAK

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Program Studi S-1 Manajemen
2024

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Pengaruh Promosi Penjualan, Motivasi Belanja Hedonis, dan Gaya Hidup Terhadap Pembelian Impulsif Melalui Emosi Positif Sebagai Variabel Intervening Pada Pengguna Shopee *Paylater* Untuk Pembelian Produk Fesyen Serta Tinjauan Dalam Prespektif Islam

155 + xvi halaman, 19 tabel, 4 gambar, 4 diagram dan 8 lampiran

Uraian Abstrak

Penelitian ini bertujuan mengetahui pengaruh promosi penjualan, motivasi belanja hedonis, dan gaya hidup terhadap pembelian impulsif serta peran mediasi emosi positif pada mahasiswa pengguna Shopee *PayLater* untuk pembelian produk fesyen di Jakarta Pusat & Timur serta tinjauannya dari prespektif pandang Islam. Sampel dalam penelitian ini adalah 161 mahasiswa yang berkuliah di Jakarta Pusat dan Timur. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument berupa kuesioner. Metode analisis data yang digunakan yaitu metode SPSS dan Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) promosi penjualan berpengaruh positif dan signifikan terhadap pembelian impulsif (2) motivasi belanja hedonis berpengaruh positif dan signifikan terhadap pembelian impulsif (3) gaya hidup berpengaruh positif dan signifikan terhadap pembelian impulsif (4) promosi penjualan berpengaruh positif dan signifikan terhadap emosi positif (5) motivasi belanja hedonis berpengaruh positif dan signifikan terhadap emosi positif (6) gaya hidup berpengaruh positif dan signifikan terhadap emosi positif (7) emosi positif berpengaruh positif dan signifikan terhadap pembelian impulsif (8) emosi positif dapat memediasi pengaruh promosi penjualan terhadap pembelian impulsif (9) emosi positif dapat memediasi pengaruh motivasi belanja hedonis terhadap pembelian impulsif (10) emosi positif dapat memediasi pengaruh gaya hidup terhadap pembelian impulsif. Prespektif Islam promosi penjualan sudah sesuai syariat Islam, sedangkan motivasi belanja hedonis, gaya hidup, emosi positif dan pembelian impulsif tidak sesuai dengan prinsip syariat Islam. Disarankan untuk pihak Shopee agar menetapkan batas pengeluaran harian atau bulanan kepada pengguna terutama bagi pengguna baru atau yang memiliki riwayat pembayaran kurang baik.

Kata Kunci: Promosi Penjualan, Motivasi Belanja Hedonis, Gaya Hidup, Emosi Positif, dan Pembelian Impulsif

ABSTRACT

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The Influence of Sales Promotion, Hedonic Shopping Motivation, and Lifestyle on Impulsive Buying Through Positive Emotions as an Intervening Variable on Shopee Paylater Users for Fashion Product Purchases and a Review from an Islamic Perspective

155 + xvi pages, 19 tables, 4 figures, 4 diagrams and 8 appendices

Abstract Description

This study aims to determine the effect of sales promotion, hedonic shopping motivation, and lifestyle on impulsive buying and the mediating role of positive emotions in students who use Shopee PayLater to purchase fashion products in Central & East Jakarta and its review from an Islamic perspective. The sample in this study was 161 students studying in Central and East Jakarta. The sampling technique used was purposive sampling. Data were collected using a survey method with an instrument in the form of a questionnaire. The data analysis methods used were the SPSS method and Partial Least Square Structural Equation Modeling (PLS-SEM). The results of the study indicate that (1) sales promotion has a positive and significant effect on impulsive purchases (2) hedonic shopping motivation has a positive and significant effect on impulsive purchases (3) lifestyle has a positive and significant effect on impulsive purchases (4) sales promotion has a positive and significant effect on positive emotions (5) hedonic shopping motivation has a positive and significant effect on positive emotions (6) lifestyle has a positive and significant effect on positive emotions (7) positive emotions have a positive and significant effect on impulsive purchases (8) positive emotions can mediate the effect of sales promotion on impulsive purchases (9) positive emotions can mediate the effect of hedonic shopping motivation on impulsive purchases (10) positive emotions can mediate the effect of lifestyle on impulsive purchases. The Islamic perspective of sales promotion is in accordance with Islamic law, while hedonic shopping motivation, lifestyle, positive emotions and impulsive purchases are not in accordance with the principles of Islamic law. It is recommended for Shopee to set daily or monthly spending limits for users, especially for new users or those with a poor payment history.

Keywords: Sales Promotion, Hedonic Shopping Motivation, Lifestyle, Positive Emotions, and Impulsive Buying