

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
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Tiya Nazriyanti
1202022098

Pengaruh Diskon dan Motivasi Belanja Hedonis Terhadap Pembelian Impulsif melalui Emosi Positif Sebagai Variabel Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Pada Konsumen Generasi Z yang Berdomisili di DKI Jakarta yang Berbelanja di Toko Sociolla Offline)

148 halaman + xiv halaman + 6 gambar + 20 tabel + 10 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh diskon dan motivasi belanja hedonis terhadap pembelian impulsif melalui emosi positif sebagai variabel mediasi pada Konsumen Generasi Z yang berdomisili di DKI Jakarta yang berbelanja di toko Sociolla *Offline*, ditinjau dari sudut pandang Islam. Pendekatan yang digunakan kuantitatif dengan metode survei melalui kuesioner kepada 100 responden Konsumen Generasi Z yang berdomisili DKI Jakarta yang berbelanja di toko Sociolla *Offline*. Analisis data dilakukan dengan PLS-SEM menggunakan software SmartPLS. Hasil penelitian menunjukkan bahwa (1) diskon berpengaruh positif dan signifikan terhadap pembelian impulsif; (2) motivasi belanja hedonis berpengaruh positif dan signifikan terhadap pembelian impulsif; (3) diskon berpengaruh positif dan signifikan terhadap emosi positif; (4) motivasi belanja hedonis berpengaruh positif dan signifikan terhadap emosi positif; (5) emosi positif berpengaruh positif dan signifikan terhadap pembelian impulsif; (6) emosi positif tidak dapat memediasi pengaruh diskon terhadap pembelian impulsif; (7) emosi positif dapat memediasi pengaruh motivasi belanja hedonis terhadap pembelian impulsif; (8) Diskon, Motivasi Belanja Hedonis, Emosi Positif dan Pembelian Impulsif sudah sejalan dengan pendapat Imam Al-Ghazali.

Kata Kunci : Diskon, Motivasi Belanja Hedonis, Emosi Positif, Konsumen Generasi Z yang berdomisili di DKI Jakarta yang berbelanja di toko Sociolla *Offline*, Islam.

ABSTRACT

**Faculty of Economics and Business
Study Program in Management
2026**

**Tiya Nazriyanti
1202022098**

The Effect of Discounts and Hedonic Shopping Motivation on Impulsive Buying with Positive Emotions as a Mediating Variable and Its Review from an Islamic Perspective (A Study of Generation Z Consumers in DKI Jakarta Who Shop at Sociolla Offline Stores)

148 pages + xiv pages + 6 figures + 20 tables + 10 appendices

Abstrack Description

This study aims to analyze the effect of discounts and hedonic shopping motivation on impulsive buying, with positive emotions as a mediating variable, among Generation Z consumers residing in DKI Jakarta who shop at Sociolla physical stores, from an Islamic perspective. This research employs a quantitative approach using a survey method through questionnaires distributed to 100 Generation Z consumers residing in DKI Jakarta who shop at Sociolla Offline stores. Data analysis was conducted using PLS-SEM with SmartPLS software. The results show that: (1) discounts have a positive and significant effect on impulsive buying; (2) hedonic shopping motivation has a positive and significant effect on impulsive buying; (3) discounts have a positive and significant effect on positive emotions; (4) hedonic shopping motivation has a positive and significant effect on positive emotions; (5) positive emotions have a positive and significant effect on impulsive buying; (6) positive emotions do not mediate the effect of discounts on impulsive buying; (7) positive emotions mediate the effect of hedonic shopping motivation on impulsive buying; and (8) Discounts, Hedonic Shopping Motivation, Positive Emotions, and Impulse Buying are already in line with Imam Al-Ghazali's perspective.

Keywords: Discounts, Hedonic Shopping Motivation, Positive Emotions, Generation Z consumers residing in DKI Jakarta who shop at Sociolla Offline stores, from an Islamic perspective.