

ABSTRAK

NUR WAHYUDI. Pengaruh Motivasi Hedonis Terhadap Pembelian Impulsif Melalui *Shopping Lifestyle* Sebagai Variabel Intervening Pada Toko *Online* Shopee (Studi Kasus Pada Pembeli Produk di Toko *Online* Shopee Di Wilayah Jakarta Barat) (dibimbing oleh Abdurrahman).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Motivasi Hedonis Terhadap Pembelian Impulsif Melalui *Shopping Lifestyle* Sebagai Variabel Intervening Pada Pembeli di Toko *Online* Shopee di wilayah Jakarta Barat. Variabel independen terdiri atas Motivasi Hedonis. Sedangkan variabel dependen adalah Pembelian Impulsif. Serta *Shopping Lifestyle* sebagai variabel intervening. Teknik analisis data menggunakan Analisis Jalur. Sampel yang diambil sebanyak 95 responden yakni orang yang pernah membeli produk di Shopee. Penentuan sampel dengan teknik non probability sampling.

Hasil dari penelitian ini menunjukkan bahwa (i) Motivasi Hedonis berpengaruh secara langsung terhadap *Shopping Lifestyle*; (ii) Motivasi Hedonis berpengaruh secara langsung terhadap Pembelian Impulsif; (iii) *Shopping Lifestyle* berpengaruh secara langsung terhadap Pembelian Impulsif; (iv) Motivasi Hedonis berpengaruh secara tidak langsung terhadap Pembelian Impulsif dengan *Shopping Lifestyle* sebagai variabel intervening.

Kata Kunci : Motivasi Hedonis, *Shopping Lifestyle*, Pembelian Impulsif

ABSTRACT

NUR WAHYUDI. *The Influence of Hedonic Motives on Impulse Buying Through Shopping Lifestyle as Intervening Variables in Shopee Online Stores (Case Study on Product Buyers at Shopee Online Stores in West Jakarta Area) (supervised by Abdurrahman).*

This study aims to determine how big the influence of Hedonic Motives on Impulse Buying Through Shopping Lifestyle as an Intervening Variable in Buyers at Shopee Online Stores in West Jakarta. Independent variables consist of Hedonic Motives. While the dependent variable is the Impulse Buying. As well as Shopping Lifestyle as an intervening variable. Data analysis techniques use Path Analysis. Samples taken as many as 95 respondents were people who had bought products at Shopee. Determination of samples with non-probability sampling technique.

The result of this research shows that (i) Hedonic Motives directly affects Shopping Lifestyle; (ii) Hedonic Motives directly affects Impulse Buying; (iii) Shopping Lifestyle directly affects Impulse Buying; (iv) Hedonic Motives indirectly influences Impulse Buying with Shopping Lifestyle as an intervening variable.

Keywords: *Hedonic Motives, Shopping Lifestyle, Impulse Buying*