

ABSTRAK

SITI TAHYATI, Pengaruh *Hedonic Shopping Motivation* Terhadap *Impulse Buying* Melalui *Shopping Lifestyle* Sebagai Variabel *Intervening* (Studi Kasus Pada Carrefour Cabang Puri Kembangan, Jakarta Barat) - (Dibimbing oleh Ari Anggarani W.P.T).

Penelitian ini bertujuan untuk Pengaruh *hedonic shopping motivation* terhadap *impulse buying* melalui *shopping lifestyle* sebagai variabel *intervening* (Studi Kasus Pada Carrefour Cabang Puri Kembangan, Jakarta Barat). Data sampel yang digunakan dalam penelitian ini berjumlah 115 responden yang diperoleh pengambilannya melalui teknik *non-probability sampling* dengan *purposive sampling* dan dianalisis menggunakan *path analysis*. Hasil dan temuan dalam penelitian ini menunjukkan bahwa *hedonic shopping motivation* berpengaruh signifikan terhadap *shopping lifestyle* dan *shopping lifestyle* berpengaruh signifikan terhadap *impulse buying*, sedangkan *hedonic shopping motivation* berpengaruh signifikan terhadap *impulse buying*. Dengan demikian *hedonic shopping motivation* yang diterapkan oleh Carrefour Cabang Puri Kembangan, Jakarta Barat berpengaruh terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel *intervening*.

Hasil penelitian menunjukkan bahwa *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying*, selanjutnya *hedonic shopping motivation* dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying*. Untuk penelitian ini, variabel *shopping lifestyle* memiliki pengaruh yang lebih besar antara *hedonic shopping motivation* terhadap *impulse buying* melalui *shopping lifestyle*. Berdasarkan hasil penelitian ini, Carrefour harus meningkatkan *hedonic shopping motivation* dan *shopping lifestyle* agar dapat membentuk *impulse buying* pada pelanggan.

Kata kunci: *Hedonic Shopping Motivation, Impulse Buying, dan Shopping Lifestyle*

ABSTRACT

SITI TAHYATI, *Effect of Hedonic Shopping Motivation on Impulse Buying Through Shopping Lifestyle as Intervening Variable (Case Study at Carrefour Branch of Puri Kembangan, West Jakarta) - (Supervised by Ari Anggarani W.P.T).*

This study aims to influence hedonic shopping motivation towards impulse buying through shopping lifestyle as intervening variable (Case Study at Carrefour Branch of Puri Kembangan, West Jakarta). The sample data used in this study amounted to 115 respondents obtained by taking the technique through non-probability sampling with purposive sampling and analyzed using path analysis. The results and findings in this study indicate that hedonic shopping motivation has significant effect to shopping lifestyle and shopping lifestyle have a significant effect on impulse buying, while hedonic shopping motivation has significant effect on impulse buying. Thus hedonic shopping motivation applied by Carrefour Branch of Puri Kembangan, West Jakarta has an effect on impulse buying with shopping lifestyle as intervening variable. The result of the research shows that hedonic shopping motivation has positive and significant effect on impulse buying, hedonic shopping motivation and shopping lifestyle have positive and significant effect on impulse buying. For this study, variable shopping lifestyle has a greater influence between hedonic shopping motivation to impulse buying through shopping lifestyle. Based on the results of this study, Carrefour must increase hedonic shopping motivation and shopping lifestyle in order to form impulse buying on customers.

Keywords: Hedonic Shopping Motivation, Impulse Buying, and Shopping Lifestyle