

ABSTRAK

NISA HANDAYANI, Pengaruh Harga Diskon dan Gaya Hidup terhadap *Impulse Buying* melalui *Emotional Shopping* Pada Program *Flash Sale* Lazada. (Dibimbing oleh Eka Bertuah).

Model pembelanjaan telah mengalami pergeseran dan perubahan. Pesatnya jaringan internet juga secara tidak langsung membawa fenomena baru atau gaya hidup baru di kalangan masyarakat yang suka memanfaatkan fasilitas internet, salah satunya adalah *shopping online*. Segala keperluan seperti pakaian, alat elektronik, dan kebutuhan yang lain disediakan dalam bentuk online. Lazada termasuk situs jual online yang mampu memberikan hal tersebut, dengan adanya program *Flash Sale* oleh pihak Lazada dengan seringnya harga diskon yang diberikan dapat membuat *emotional shopping* seseorang meningkat dan menimbulkan terjadinya *impulse buying*. Tujuan penelitian ini untuk mengetahui Pengaruh Harga Diskon dan Gaya Hidup terhadap *Impulse Buying* melalui *Emotional Shopping*. Populasinya adalah seluruh pengguna Lazada di wilayah Jabodetabek yang pernah melakukan pembelian pada program *flash sale* Lazada. Sampel yang digunakan berjumlah 140 orang. Analisis data yang digunakan adalah *path analysis* dengan *Impulse Buying* sebagai variabel dependen, *Emotional Shopping* sebagai variabel intervening, Harga Diskon dan Gaya Hidup sebagai variabel independen. Dengan hasil penelitian Harga Diskon berpengaruh positif dan signifikan terhadap *Emotional Shopping*, Harga Diskon berpengaruh positif dan signifikan terhadap *Emotional Shopping*, Gaya Hidup berpengaruh langsung terhadap *Impulse Buying*, *Emotional Shopping* berpengaruh langsung terhadap *Impulse Buying*, Harga Diskon berpengaruh terhadap *Impulse Buying* melalui *Emotional Shopping*, dan Gaya Hidup berpengaruh terhadap *Impulse Buying* melalui *Emotional Shopping*.

Kata Kunci : harga diskon, gaya hidup, *emotional shopping*, dan *impulse buying*.

ABSTRACT

NISA HANDAYANI, *The Effect of Discount Prices and Lifestyle on Impulse Buying through Emotional Shopping on Lazada's Flash Sale Program.*
(Guided by Eka Bertuah)

The shopping model has undergone a shift and change. Also the rapid internet network indirectly brings new phenomena or new lifestyles among the people who like to use internet facilities, one of them is shopping online, All necessities such as clothing, electronic equipment and other needs are provided online. Lazada is an online selling site that is able to provide this, with the Flash Sale program by Lazada with the frequent discount prices provided, can make someone's emotional shopping increase and lead to impulse buying. The purpose of this study was to determine the effect of Discount Prices and Lifestyle on Impulse Buying through Emotional Shopping. The population is all Lazada users in the Jabodetabek area who have made purchases on Lazada's flash sale program. The sample used is 140 people. Analysis of the data used is path analysis with Impulse Buying as the dependent variable, Emotional Shopping as an intervening variable, Discount Price and Lifestyle as an independent variable. With the results of the Discount Price research having a positive and significant effect on Emotional Shopping, the Discount Price has a positive and significant effect on Emotional Shopping, Lifestyle directly influences Impulse Buying, Emotional Shopping directly influences the Impulse Buying, Price Discounts affect Impulse Buying through Emotional Shopping, and Lifestyle influences Impulse Buying through Emotional Shopping.

Keywords: *discount prices, lifestyle, emotional shopping, and impulse buying.*