

**ABSTRAK**

Judul : ***Pengaruh Hedonic Shopping Value, Shopping lifestyle terhadap Impulse Buying dengan Positive Emotion Sebagai variabel intervening.***

Program Studi : Manajemen Bisnis

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Hedonic Shopping Value, Shopping lifestyle* terhadap *Impulse Buying* dengan *Positive Emotion* Sebagai variabel intervening pada pengguna Shopee di Tangerang. Teknik analisis data menggunakan Analisis Jalur (*Path Analysis*). Variabel independent merupakan *Hedonic Shopping Value & Shopping lifestyle*, variabel dependen merupakan *Impulse Buying* & variabel intervening merupakan *Positive Emotion*. Penelitian ini dilakukan pada para pengguna toko online situs Shopee di Tangerang. Hal yang melatarbelakangi penelitian ini dikarenakan adanya fenomena perilaku *impulse buying* yang terjadi pada para pengguna Shopee di Tangerang. Untuk itu penulis dalam penelitian ini mengambil variabel *Hedonic Shopping Value, Shopping lifestyle & Positive Emotion*. Variabel tersebut dianggap paling mempengaruhi dalam fenomena ini. Sampel yang digunakan sebesar 140 responden. Hasil penelitian membuktikan bahwa terdapat pengaruh *Hedonic Shopping Value* terhadap *Positive Emotion*, terdapat pengaruh *Shopping Lifestyle* terhadap *Positive Emotion*, terdapat pengaruh *Positive Emotion* terhadap *Impulse Buying*, tidak terdapat pengaruh *Hedonic Shopping Value* terhadap *Impulse Buying*, terdapat pengaruh *Shopping Lifestyle* terhadap *Impulse Buying*, terdapat pengaruh *Hedonic Shopping Value* terhadap *Impulse Buying* melalui *Positive Emotion*, tidak terdapat pengaruh *Shopping Lifestyle* terhadap *Impulse Buying* melalui *Positive Emotion*.

**Kata Kunci** : ***Hedonic Shopping Value, Shopping Lifestyle, Positive Emotion, Impulse Buying.***

**ABSTRACT**

**Title** : *Effects of Hedonic Shopping Value, Shopping Lifestyle on impulse buying with positive emotion as intervening variable*

**Study Program** : *Business Management*

*This study aims to determine how much influence Hedonic Shopping Value, Shopping lifestyle has on Impulse Buying with Positive Emotion as an intervening variable for Shopee users in Tangerang. The data analysis technique uses Path Analysis. The independent variable is the Hedonic Shopping Value & Shopping lifestyle, the dependent variable is Impulse Buying & the intervening variable is Positive Emotion. This research was conducted at the Shopee site online shop users in Tangerang. The background of this research is due to the phenomenon of impulse buying behavior that occurs in Shopee users in Tangerang. For this reason, the authors in this study took Hedonic Shopping Value, Shopping lifestyle & Positive Emotion variable. This variable is considered to be the most influential in this phenomenon. The sample used was 140 respondents. The results of the study prove that there is a Hedonic Shopping Value effect on Positive Emotion, there is the influence of Shopping Lifestyle on Positive Emotion, there is the effect of Positive Emotion on Impulse Buying, there is no Hedonic Shopping Value influence on Impulse Buying, there is the influence of Shopping Lifestyle on Impulse Buying, there is Hedonic influence Shopping Value towards Impulse Buying through Positive Emotion, there was no effect of Shopping Lifestyle on Impulse Buying through Positive Emotion..*

**Keywords:** *Hedonic Shopping Value, Shopping Lifestyle, Positive Emotion, Impulse Buying.*