ABSTRAK

Judul	: Pengaruh *Hedonic Shopping Value, Sales Promotion, Shopping Lifestyle* dan *Social Influence* terhadap *Impulse Buying* dengan *Positive Emotion* sebagai variabel *Intervening*
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Penelitian ini bertujuan untuk mengetahui pengaruh dari *Hedonic Shopping Value, Sales Promotion, Shopping Lifestyle* dan *Social Influence* terhadap *Impulse Buying* dengan *Positive Emotion* sebagai variabel *Intervening*. Data sampel yang digunakan dalam penelitian ini berjumlah 330 responden yang diperoleh pengambilannya melalui teknik non-probability sampling dengan purposive sampling yaitu pengguna *Online Marketplace* Shopee yang membeli produk tas secara impulsif dan berusia antara 18 hingga 30 tahun, kuesioner yang diberikan menggunakan skala likert 1 sampai 4 untuk menghindari bias dari responden. Metode analisis yang digunakan dalam penelitian ini menggunakan metode *structural equation model* atau SEM dengan software pengolah data yaitu SmartPLS.

Hasil penelitian ini menunjukan bahwa *Hedonic Shopping Value* dan *Social Influence* berpengaruh secara positif dan signifikan terhadap *Positive Emotion*. Sedangkan *Sales Promotion* dan *Shopping Lifestyle* tidak berpengaruh secara signifikan terhadap *Positive Emotion*. *Positive Emotion* berhasil menjadi variabel *intervening* terhadap *Impulse Buying*.

Kata kunci: *impulse buying, positive emotion*, *Hedonic Shopping Value*, *Sales Promotion*, *Shopping Lifestyle*, *Social Influence*.

ABSTRACT

Tittle	: *The Effect Of Hedonic Shopping Value, Sales Promotion, Shopping Lifestyle, Social Influence On Impulse Buying With Positive Emotion As An Intervening Variable.*
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This study aims to determine the effect of Hedonic Shopping Value, Sales Promotion, Shopping Lifestyle and Social Influence on Impulse Buying through Positive Emotion as an intervening variable. The sample data used in this study amounted to 330 respondents who were taken through non-probability sampling techniques with purposive sampling, namely Nike product users who purchased Nike products impulsively and aged between 18 and 30 years, the questionnaire given using scale Likert 1 to 4 to avoid bias from respondents. The analytical method used in this study uses the structural equation model or SEM method with data processing software, namely SmartPLS.

The results showed that Hedonic Shopping Value and Social Influence had a positive and significant effect on Positive Emotion, while Sales Promotion and Shopping Lifestyle did not have a significant effect on Positive Emotion. Positive Emotion has become an intervening variable on Impulse Buying.

Keywords: impulse buying, positive emotion, hedonic shopping value, sales promotion, shopping lifestyle, social influence.