

ABSTRAK

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Program Studi : Manajemen

Judul : Pengaruh *Shopping Life Style* dan *Hedonic Shopping Motivation* terhadap *Impulse Buying* Pada Pengguna Shopee (Studi Pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang)

Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis perilaku *shopping life style*, *hedonic shopping motivation* dan *impulse buying* (2) mengetahui pengaruh *shopping life style* dan *hedonic shopping motivation* terhadap *impulse buying*. Penelitian ini menggunakan metode kuantitatif melalui pendekatan deskriptif dan verifikatif dengan pengambilan sampel sebanyak 172 responden dilakukan pada mahasiswa Manajemen Universitas Buana Perjuangan Karawang sebagai pengguna Shopee. Hasil penelitian berdasarkan analisis deskriptif menunjukkan bahwa perilaku *shopping life style*, *hedonic shopping motivation* dan *impulse buying* pada mahasiswa Manajemen Universitas Buana Perjuangan Karawang sebagai pengguna Shopee berada dalam kategori tinggi dengan masing-masing persentase sebesar 71,1%, 71,2% dan 71,08% . Hasil penelitian juga menunjukkan bahwa *shopping life style* dan *hedonic shopping motivation* berpengaruh signifikan terhadap *impulse buying* sebesar 67,9% pada mahasiswa Manajemen Universitas Buana Perjuangan Karawang sebagai pengguna Shopee sementara sisanya sebesar 32,1% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian.

Kata kunci : *Shopping life style*, *hedonic shopping motivation*, *impulse buying*

ABSTRACT

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Study Program : Management
Title : The influence of shopping life style and hedonic shopping motivation on impulse buying on Shopee users (a study of management students at Buana Perjuangan Karawang University)

This study aims to (1) determine and analyze the behavior of shopping life style, hedonic shopping motivation and impulse buying (2) to determine the effect of shopping life style and hedonic shopping motivation on impulse buying. This research uses quantitative methods through descriptive and verification approaches by taking a sample of 172 respondents conducted on Management students of the University of Buana Perjuangan Karawang as Shopee users. The results of the study based on descriptive analysis show that the behavior of shopping life style, hedonic shopping motivation and impulse buying among students of Management at the University of Buana Perjuangan Karawang as Shopee users is in the high category with the respective percentages of 71,1%, 71,2% and 71,08%. The results of the study also show that shopping life style and hedonic shopping motivation have a significant effect on impulse buying by 67,9% among students of the University Buana Perjuangan Karawang as Shopee users while the remaining 32,1% is influence by other variables not examined in this study.

Keywords: Shopping life style, hedonic shopping motivation, impulse buying