

ABSTRAK

Rachmitha, 2023. *Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee (Studi Pada Mahasiswa IAIN Palopo) Skripsi Program Studi Manajemen Bisnis Syariah Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Palopo. Dibimbing oleh Jibria Ratna Yasir.*

Pesatnya kemajuan teknologi membuat internet menjadi kebutuhan bagi setiap orang. Dengan perkembangan tersebut pengguna internet semakin meningkat salah satunya ialah *e-commerce* atau perdagangan elektronik. Sistem belanja *online* di Indonesia selalu mengalami penyempurnaan menjadi lebih sederhana dan efektif hal inilah yang menarik individu untuk melakukan pembelian impulsif. Tujuan dalam penelitian ini adalah untuk mengetahui pengaruh *hedonic shopping value* dan *shopping lifestyle* terhadap *impulse buying* pada konsumen shopee mahasiswa IAIN Palopo.

Penelitian ini merupakan penelitian kuantitatif. Populasi pada penelitian ini adalah mahasiswa Institut Agama Islam Negeri Palopo yang pernah melakukan *impulse buying* minimal 2 kali pembelian di *e-commerce* Shopee dengan metode *purposive sampling*, sehingga sampel yang digunakan sebanyak 100 orang mahasiswa. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data dalam penelitian ini menggunakan asumsi klasik, analisis regresi linear berganda, serta uji t dan uji f dengan aplikasi SPSS 29.

Hasil penelitian menunjukkan bahwa: (1) Terdapat pengaruh X1 terhadap Y sebesar $2,603 > t_{tabel} 1,984$ dengan nilai signifikansi $0,011 < 0,05$ artinya *hedonic shopping value* berpengaruh positif dan signifikan terhadap *impulse buying* sehingga H₀₁ ditolak H₁ diterima. (2) Demikian juga terdapat pengaruh antara X2 terhadap Y sebesar $6,741 > t_{tabel} 1,984$ dengan nilai signifikansi $0,001 < 0,05$ artinya *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* sehingga H₀₂ ditolak H₂ diterima. (3) Dan terdapat pengaruh variabel X1 dan X2 terhadap variabel Y sebesar $83,866 < f_{tabel} 3,090$ dengan nilai signifikansi $0,001 < 0,05$ artinya *hedonic shopping value* dan *shopping lifestyle* secara simultan berpengaruh positif dan signifikan terhadap *impulse buying* sehingga H₀₃ ditolak dan H₃ diterima, serta uji determinasi (R^2) diperoleh *R Square* sebesar 0,634 yang berarti *hedonic shopping value* dan *shopping lifestyle* berpengaruh terhadap *impulse buying* pada konsumen Shopee sebesar 63,4%.

Kata Kunci: *Hedonic Shopping Value, Shopping Lifestyle, Impulse Buying*

ABSTRACT

Rachmitha, 2023. *The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying in Shopee Consumers (Study on IAIN Palopo Students) Thesis of Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Palopo State Islamic Institute. Mentored by Jibria Ratna Yasir.*

The rapid advancement of technology makes the internet a necessity for everyone. With these developments, internet users are increasing, one of which is *e-commerce* or electronic commerce. The online shopping system in Indonesia has always been improved to be simpler and more effective, this is what attracts individuals to make impulse purchases. The purpose of this study is to determine the influence of *hedonic shopping value* and *shopping lifestyle* on *impulse buying* in shopee consumers of IAIN Palopo students.

This research is a quantitative research. The population in this study was students of the Palopo State Islamic Institute who had made *impulse buying* at least 2 purchases on *Shopee* e-commerce with the *purposive sampling* method, so that the sample used was 100 students. Data collection techniques use questionnaires that have been tested for validity and reliability. Data analysis techniques in this study use classical assumptions, multiple linear regression analysis, as well as t test and f test with SPSS 29 application.

The results showed that: (1) There was an influence of X1 on Y of $2.603 > \text{table } 1.984$ with a significance value of $0.011 < 0.05$ meaning that *hedonic shopping value* had a positive and significant effect on *impulse buying* so that H01 was rejected H1 was accepted. (2) Likewise, there is an influence between X2 and Y of $6.741 > \text{table } 1.984$ with a significance value of $0.001 < 0.05$, meaning that *shopping lifestyle* has a positive and significant effect on *impulse buying* so that H02 is rejected H2 is accepted. (3) And there is an influence of variables X1 and X2 on variable Y of $83.866 < \text{table } 3.090$ with a significance value of $0.001 < 0.05$ meaning that *hedonic shopping value* and *shopping lifestyle* simultaneously have a positive and significant effect on *impulse buying* so that H03 is rejected and H3 is accepted, and the determination test (R²) obtained *R Square* of 0.634 which means *hedonic shopping value* and *shopping lifestyle* affects *impulse buying* in Shopee consumers by 63.4%.

Keywords: *Hedonic Shopping Value, Shopping Lifestyle, Impulse Buying*