

**THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND
SHOPPING LIFESTYLE TOWARD E-IMPULSE BUYING OF
LAMONGAN ISLAMIC UNIVERSITY STUDENTS AT SHOPEE.CO.ID**

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ABSTRACT

The ease of getting information about goods in e-commerce, especially shopee, encourages consumers to always want to shop for their lifestyle and to fulfill needs that they don't have or shop hedonically, that is a factor for someone to take impulse buying.

Additionally, this study aims to determine the influence of hedonic Shopping Motivation and Shopping Lifestyle partially, simultaneously and dominantly towards Impulse Buying at *Shopee.co.id*. The population used 6,016 of the number of students at Lamongan Islamic University. Meanwhile, the sample size of 100 using purposive sampling technique. The method used in this study was the Quantitative Descriptive Method, with the test tools being validity test, reliability test, multiple linear regression test, correlation test. Multiple, Determination Coefficient Test, T test, and F test.

Further, the results show that the variables Hedonic Shopping Motivation (X1) and Shopping Lifestyle (X2) had a partially significant effect on impulse buying. this is shown by the calculation results of the t test, which obtained the calculated values of the Hedonic Shopping Motivation variables (4.925), and Shopping Lifestyle (6.668) > t_{table} of 1.660. so that H_0 is rejected and H_1 is accepted. Whereas in the calculation of the F Test there is a simultaneous effect as evidenced by the value of F_{count} 87.691 F_{table} 3.09. Therefore, H_0 is rejected and H_1 is accepted Based of the calculation of multiple linier regression in the Y model $3.783 + 0.215X_1 + 0.308X_2$. it is found that the most dominant variable on impulse buying is shopping lifestyle (X2) with a regression coefficient value of 0,308. While other variables show numbers below 0,308, namely the variable hedonic shopping motivation (X1) with a value of 0,215.

Keywords: Hedonic Shopping Motivation, Impulse Buying, Shopping Lifestyle, Shopee.co.id

PENGARUH *HEDONIC SHOPPING MOTIVATION* DAN *SHOPPING LIFESTYLE* TERHADAP *E-IMPULSE BUYING* MAHASISWA UNIVERSITAS ISLAM LAMONGAN PADA SHOPEE.CO.ID

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RINGKASAN

Kemudahan mendapatkan informasi tentang barang di *e-commerce*, khususnya shopee mendorong konsumen selalu ingin berbelanja untuk gaya hidupnya dan untuk memenuhi kebutuhan yang belum di miliknya atau berbelanja secara hedonis hal itu yang menjadi faktor seseorang melakukan tindakan *impluse buying*.

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motivation* dan *shopping lifestyle* secara parsial, simultan dan dominan terhadap *impulse buying* pada *Shopee.co.id*. Populasi yang digunakan berjumlah 6.016 dari banyaknya mahasiswa universitas Islam Lamongan, dengan jumlah sampel sebesar 100 dengan teknik *purposive sampling*, Metode yang digunakan dalam penelitian ini adalah Uji validitas, Uji reliabilitas, Uji Regresi Linier Berganda, Uji Korelasi Berganda, Uji Koefisien Determinasi, Uji T, dan Uji F.

Hasil penelitian menunjukkan bahwa variabel *hedonic shopping motivation* (X1), dan *shopping lifestyle* (X2) berpengaruh signifikan secara parsial terhadap *impulse buying* . hal ini di tunjukan dengan hasil perhitungan Uji t diperoleh nilai t_{hitung} variabel *hedonic shopping motivation* (4,925), dan *shopping lifestyle* (6,668) > t_{tabel} sebesar 1,660. Sehingga H_0 ditolak dan H_1 diterima. Sedangkan dalam perhitungan Uji F terdapat pengaruh secara simultan yang dibuktikan dengan nilai F_{hitung} 87,691 > F_{tabel} 3,09 Sehingga H_0 ditolak dan H_1 diterima. Berdasarkan Dari perhitungan Regresi Linier Berganda dalam model $Y = 3.783 + 0.215X_1 + 0.308X_2$. maka didapat bahwa variabel yang paling dominan terhadap *impulse buying* adalah *shopping lifestyle*(X2) dengan nilai koefisien regresi sebesar 0,308. Sedangkan variabel lain menunjukkan angka dibawah 0,308 yaitu variabel *hedonic shopping motivation*(X1) dengan nilai 0,215.

Kata Kunci : Hedonic Shopping Motivation, Impluse Buying, Shopping Lifestyle , Shopee.co.id