

ABSTRAK

Silvi Alya Nurlaila Putri, 2024. Pengaruh *Shopping Lifestyle*, Diskon dan Religiusitas terhadap *Impulse Buying* pada *E-Commerce* Shopee (Studi pada Mahasiswa Ekonomi Syariah Universitas Siliwangi) Skripsi. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.

Perkembangan zaman teknologi, membuat Mahasiswa Ekonomi Syariah Universitas Siliwangi berbelanja secara *online* di *marketplace* salah satunya yaitu Shopee, hal ini dapat dilihat dengan perkembangan internet sebagai peluang bisnis yang semakin canggih untuk memenuhi kebutuhan hidup konsumen. Shopee merupakan salah satu *marketplace* yang paling sering dikunjungi di Asia Tenggara yang menjual beberapa jenis produk. Untuk memenangkan persaingan antar *e-commerce*, Shopee melakukan aktivitas komunikasi pemasaran yang mendorong pembelian seketika atau yang disebut *impulse buying*. Terdapat beberapa faktor-faktor yang mempengaruhi *Impulse buying* diantaranya pengaruh *shopping lifestyle*, diskon dan religiusitas. Dalam era globalisasi membawa masyarakat Indonesia ke dalam budaya yang konsumtif, dimana belanja sudah menjadi *lifestyle* mereka. Maka dari itu tujuan penelitian ini adalah untuk mengetahui : (1) Pengaruh *shopping lifestyle* terhadap *impulse buying* pada *e-commerce* Shopee; (2) Pengaruh diskon terhadap *impulse buying* pada *e-commerce* Shopee; (3) Pengaruh religiusitas terhadap *impulse buying* pada *e-commerce* Shopee; (4) Pengaruh *shopping lifestyle*, diskon dan religiusitas terhadap *impulse buying* pada *e-commerce* Shopee.

Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel *probability sampling*. Data dikumpulkan dengan menggunakan kuesioner. Populasi pada penelitian ini adalah Mahasiswa Ekonomi Syariah Universitas Siliwangi sampel sebanyak 149 responden.

Hasil penelitian menunjukkan bahwa: 1) Faktor *shopping lifestyle* (X_1) berpengaruh positif terhadap *impulse buying* (Y) dengan diperoleh nilai koefisien regresi sebesar 0.412; 2) Faktor Diskon (X_2) berpengaruh terhadap *impulse buying* (Y) dengan diperoleh nilai regresi sebesar 0.480; 3) Faktor Religiusitas (X_3) berpengaruh *impulse buying* (Y) dengan diperoleh nilai koefisien regresi sebesar -0.204; 4) Hasil penelitian diperoleh bahwa antara variabel (X_1) *shopping lifestyle*, (X_2) diskon dan religiusitas (X_3) secara bersama-sama berpengaruh terhadap *impulse buying* (Y) dengan diperoleh nilai koefisien determinasi R^2 sebesar 0.282 atau 28.2% dan sisanya sebesar 71.8% dipengaruhi oleh variabel lain yang tidak dimasukkan kedalam model penelitian ini.

Penelitian ini memberikan pemahaman yang lebih mendalam mengenai faktor-faktor yang mempengaruhi *impulse buying* di kalangan mahasiswa ekonomi syariah Universitas Siliwangi saat berbelanja online di platform *e-commerce* Shopee. Implikasi dari penelitian ini dapat digunakan sebagai dasar untuk pengembangan strategi pemasaran yang lebih efektif dan peningkatan kesadaran konsumen. Penelitian ini diharapkan dapat memberikan pemahaman yang lebih baik tentang perilaku pembelian *impulse buying* di era digital, khususnya di kalangan mahasiswa ekonomi syariah Universitas Siliwangi.

Kata Kunci: *Shopping Lifestyle*, Diskon, Religiusitas dan *Impulse Buying*

ABSTRACT

Silvi Alya Nurlaila Putri, 2024. *The Effect of Shopping Lifestyle, Discounts and Religiosity on Impulse Buying at E-Commerce Shopee (Study on Sharia Economics Students at Siliwangi University)* Thesis. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.

The development of the technological era, making Sharia Economics Students of Siliwangi University shop online at marketplaces, one of which is Shopee, this can be seen with the development of the internet as an increasingly sophisticated business opportunity to meet the needs of consumer life. Shopee is one of the most visited marketplaces in Southeast Asia which sells several types of products. To win the competition between e-commerce, Shopee carries out marketing communication activities that encourage instant purchases or what is called impulse buying. There are several factors that influence impulse buying including the influence of shopping lifestyle, discounts and religiosity. In the era of globalization, it has brought Indonesian people into a consumptive culture, where shopping has become their lifestyle. Therefore, the purpose of this study is to determine: (1) The influence of shopping lifestyle on impulse buying in Shopee e-commerce ; (2) The effect of discounts on impulse buying in Shopee e-commerce; (3) The effect of religiosity on impulse buying in Shopee e-commerce; (4) The influence of shopping lifestyle, discounts and religiosity on impulse buying in Shopee e-commerce.

This research uses descriptive quantitative methods with probability sampling techniques . Data was collected using a questionnaire. The population in this study were Siliwangi University Sharia Economics Students, the sample was 149 respondents.

The results showed that: 1) Shopping lifestyle factor (x_1) has a positive effect on impulse buying (Y) with a regression coefficient value of 0.412; 2) Discount factor (x_2) affects impulse buying (Y) with a regression value of 0.480; 3) Religiosity factor (x_3) affects impulse buying (Y) with a regression coefficient value of -0.204; 4) The results showed that the variables (x_1) shopping lifestyle, (x_2) discounts and religiosity (x_3) together had an effect on impulse buying (Y) by obtaining a coefficient of determination^{R²} of 0.282 or 28.2% and the remaining 71.8% was influenced by other variables not included in this research model.

This research provides a deeper understanding of the factors that influence impulse buying among Siliwangi University sharia economics students when shopping online on the Shopee e-commerce platform. The implications of this research can be used as a basis for developing more effective marketing strategies and increasing consumer awareness. This research is expected to provide a better understanding of impulse buying behavior in the digital era, especially among Islamic economics students at Siliwangi University.

Keywords: *Shopping Lifestyle, Discount, Religiosity and Impulse Buying*