

## ABSTRAK

### **Ine Yulinar. 2023. Pengaruh Shopping Lifestyle dan Promosi Penjualan Terhadap Pembelian Impulsif Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pengguna ShopeePay): Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.**

Pembelian impulsif adalah perilaku pembelian yang dilakukan secara spontan atau tidak terencana. Yang menjadi dampak negatif dari pembelian impulsif adalah banyaknya barang yang dibeli namun tidak terpakai karena didasari pengaruh emosi, yang kemudian berujung pada rasa penyesalan pasca pembelian sehingga terjadilah pemborosan. Perilaku tersebut bertentangan dengan etika konsumsi islami yang melarang pemborosan dan kemubaziran. Berdasarkan studi pendahuluan, perilaku pembelian impulsif ini terjadi pada pengguna ShopeePay. padahal seharusnya keberadaan *e-wallet* di era society 5.0 ini memberikan efisiensi waktu dalam bertransaksi, bukan malah mengakibatkan mereka terjebak pembelian impulsif akibat tidak dapat mengendalikan diri dan mempengaruhi masalah finansial mereka. Adapun tujuan penelitian ini yaitu untuk mengetahui bagaimana pengaruh *shopping lifestyle* dan promosi penjualan terhadap pembelian impulsif melalui minat beli pada pengguna ShopeePay.

Metode yang digunakan dalam penelitian ini adalah metode analisis *Structural Equation Modeling-Partial Least Square* (SEM-PLS) menggunakan *software* SmartPLS 3.0. Teknik pengumpulan data melalui kuesioner. Populasi dan sampel dalam penelitian ini adalah pengguna ShopeePay dari berbagai usia dan wilayah sebanyak 230 responden. Analisis data dan uji hipotesis yang digunakan yaitu *outer model* dan *inner model*.

Berdasarkan hasil analisis data diperoleh: 1) *shopping lifestyle* berpengaruh terhadap minat beli dengan nilai t-statistik  $3.748 > 1.96$  dan p value  $0.000 < 0.05$ . 2) promosi penjualan berpengaruh terhadap minat beli dengan nilai t-statistik  $3.933 < 1.96$  dan p value  $0.000 < 0.05$ . 3) *shopping lifestyle* tidak berpengaruh terhadap pembelian impulsif dengan nilai t statistic  $0.946 < 1.96$  dan p value  $0.344 > 0.05$ . 4) promosi penjualan berpengaruh terhadap pembelian impulsif dengan nilai t-statistik  $2.135 > 1.96$  dan p value  $0.033$ . 5) minat beli berpengaruh terhadap pembelian impulsif dengan nilai t-statistik  $5.152 > 1.96$  dan p value  $0.000 < 0.05$ . 6) *shopping lifestyle* berpengaruh terhadap pembelian impulsif melalui minat beli dengan nilai t-statistik  $2.946 > 1.96$  dan p value  $0.003$ . 7) promosi penjualan berpengaruh terhadap pembelian impulsif melalui minat beli dengan nilai t-statistik  $2.982 > 1.96$  dan p value  $0.003 < 0.05$ .

Kesimpulan dari hasil penelitian ini adalah minat beli (Z) mampu memediasi variable *shopping lifestyle* ( $X_1$ ) dan promosi penjualan ( $X_2$ ) terhadap pembelian impulsif (Y) maka hipotesis diterima.

**Kata Kunci:** *Shopping lifestyle*, Promosi, Minat Beli, Pembelian Impulsif

## ABSTRACT

***Ine Yulinar. 2023. The Influence of Shopping Lifestyle and Sales Promotion on Impulsive Buying with Purchase Intention as an Intervening Variable (Case Study on Users ShopeePay): Economic Sharia Department, Islamic Faculty, Siliwangi University.***

*Impulse buying is buying behavior that is carried out spontaneously or unplanned. The negative impact of impulsive buying is that many items are purchased but are not used because they are based on emotional influences, which then lead to feelings of post-purchase regret resulting in wastage. This behavior is contrary to Islamic consumption ethics which prohibits waste and waste. Based on preliminary studies, this impulsive buying behavior occurs in ShopeePay users. even though the existence of an e-wallet in the era of society 5.0 should provide time efficiency in transactions, instead of causing them to be trapped in impulse purchases due to being unable to control themselves and affecting their financial problems. The purpose of this study is to find out how influence shopping lifestyle and sales promotion against impulsive purchases through buying interest in ShopeePay users.*

*The method used in this study is the method of analysis Structural Equation Modeling-Partial Least Square (SEM-PLS) using software SmartPLS 3.0. Data collection techniques through questionnaires. The population and sample in this study were ShopeePay users of various ages and regions, totaling 230 respondents. Data analysis and hypothesis testing used are outer model and inner model.*

*Based on the results of data analysis obtained: 1) shopping lifestyle influence on buying interest with a t-statistic value of 3.748 > 1.96 and a p value of 0.000 < 0.05. 2) sales promotions affect purchase intention with a t-statistic value of 3,933 < 1.96 and a p-value of 0,000 < 0.05. 3) shopping lifestyle has no effect on impulsive purchases with a t statistic value of 0.946 < 1.96 and a p value of 0.344 > 0.05. 4) sales promotions have an effect on impulsive purchases with a t-statistic value of 2.135 > 1.96 and a p value of 0.033. 5) buying interest affects impulsive purchases with a t-statistic value of 5.152 > 1.96 and a p value of 0.000 < 0.05. 6) shopping lifestyle influence on impulsive purchases through purchase intention with a t-statistic value of 2.946 > 1.96 and a p value of 0.003. 7) sales promotion has an effect on impulsive purchases through purchase intention with a t-statistic value of 2.982 > 1.96 and a p value of 0.003 < 0.05.*

*The conclusion from the results of this study is that buying interest (Z) is able to mediate variables shopping lifestyle (X<sub>1</sub>) and sales promotion (X<sub>2</sub>) on impulsive buying (Y) then the hypothesis is accepted.*

**Keywords:** *Shopping lifestyle, Promotion, Purchase Intention, Impulsive Buying*