

ABSTRAK

Edelin Kusuma Dewi. 2025 Pengaruh *Hedonic Shopping Motivation*, Pendapatan, dan *Social Media Marketing* terhadap *Impulse Buying* dengan Muslim *Self Control* Sebagai Variabel Moderasi (Studi Kasus Generasi Milenial Pengguna di TikTokShop di Kota Tasikmalaya).

Fenomena pembelian impulsif di kalangan generasi milenial semakin meningkat seiring dengan pertumbuhan *e-commerce* berbasis media sosial, khususnya TikTok Shop. Generasi ini cenderung melakukan pembelian tanpa perencanaan sebagai bentuk ekspresi diri dan pemenuhan emosional. Dalam konteks masyarakat muslim, perilaku konsumtif ini perlu dikaji dengan mempertimbangkan aspek religius seperti *self control*. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *hedonic shopping motivation*, pendapatan, dan *social media marketing* terhadap *impulse buying*, serta melihat peran moderasi muslim *self control* dalam hubungan tersebut.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Data diperoleh melalui kuesioner kepada 200 responden milenial pengguna TikTok Shop di Kota Tasikmalaya. Instrumen pengukuran telah diuji validitas dan reliabilitasnya sebelum dilakukan analisis data. Penelitian ini memanfaatkan perangkat lunak SmartPLS sebagai alat bantu analisis statistik.

Hasil penelitian menunjukkan bahwa variabel pendapatan dan *social media marketing* memiliki pengaruh yang signifikan, sementara *hedonic shopping motivation* tidak berpengaruh terhadap *impulse buying*. Selanjutnya, muslim *self control* terbukti memoderasi secara signifikan hubungan antara *hedonic shopping motivation*, pendapatan, serta *social media marketing* dengan *impulse buying*.

Dapat disimpulkan bahwa strategi pemasaran melalui media sosial sangat berpengaruh terhadap perilaku pembelian impulsif milenial, namun efek tersebut dapat ditekan melalui kontrol diri berbasis nilai-nilai islam. Penelitian ini menyarankan agar pelaku bisnis mempertimbangkan aspek religius dan psikologis dalam menyusun strategi pemasaran, dan bagi konsumen muslim, pentingnya meningkatkan kesadaran diri untuk menghindari perilaku konsumtif yang tidak sesuai dengan prinsip syariah.

Kata Kunci: *Impulse Buying, Hedonic Shopping, Pendapatan, Social Media Marketing, Muslim Self Control, TikTok Shop, Generasi Milenial*

ABSTRACT

Edelin Kusuma Dewi. 2025 *The Influence of Hedonic Shopping Motivation, Opinions, and Social Media Marketing on Impulse Buying with Muslim Self-Control as a Moderating Variable (A Case Study of Millennial Users on TikTokShop in Tasikmalaya City)*.

The phenomenon of impulsive buying among millennials is increasing in line with the growth of social media-based e-commerce, particularly TikTokShop. This generation tends to make purchases without planning as a form of self-expression and emotional fulfillment. In the context of Muslim society, this consumerist behavior needs to be examined while considering religious aspects such as self-control. The purpose of this study is to analyze the influence of hedonic shopping motivation, income, and social media marketing on impulse buying, as well as to examine the moderating role of Muslim self-control in this relationship.

This study employs a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Data was collected through a questionnaire administered to 200 millennial respondents who are TikTokShop users in Tasikmalaya City. The measurement instruments were validated and tested for reliability before data analysis. This study utilized SmartPLS software as a statistical analysis tool.

The results indicate that income and social media marketing have a significant influence, while hedonic shopping motivation does not affect impulse buying. Furthermore, Muslim self-control was found to significantly moderate the relationship between hedonic shopping motivation, income, and social media marketing with impulse buying.

It can be concluded that social media marketing strategies significantly influence millennials' impulsive buying behavior, but this effect can be mitigated through self-control based on Islamic values. This study suggests that businesses should consider religious and psychological aspects when developing marketing strategies, and for Muslim consumers, it is important to increase self-awareness to avoid consumptive behavior that is inconsistent with Sharia principles.

Keywords: *Impulse Buying, Hedonic Shopping, Income, Social Media Marketing, Muslim Self Control, TikTokShop, Millennial Generation*