

ABSTRAK

Siti Salma Laila Machbub, 2025. Analisis Faktor-Faktor yang Memengaruhi Pembelian Impulsif Konsumen Muslim Shopee di Kota Tasikmalaya: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Shopee adalah *platform e-commerce* yang populer di kalangan konsumen Gen Z, termasuk di Kota Tasikmalaya. Di balik berbagai fitur menarik yang ditawarkan, muncul fenomena pembelian impulsif yang cukup tinggi di kalangan konsumen Muslim Gen Z. Berdasarkan studi pendahuluan yang dilakukan pada 50 responden Muslim Gen Z pengguna Shopee di Kota Tasikmalaya, ditemukan bahwa faktor-faktor seperti *Fear of Missing Out* (FoMO), diskon, dan *Hedonic Shopping Motivation* diasumsikan berkontribusi terhadap kecenderungan ini. Oleh karena itu, penelitian ini bertujuan untuk menguji pengaruh ketiga faktor tersebut terhadap pembelian impulsif di kalangan konsumen Muslim Gen Z pengguna Shopee di Kota Tasikmalaya.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Data dikumpulkan melalui penyebaran kuesioner kepada 203 responden yang merupakan konsumen Muslim Gen Z pengguna Shopee di Kota Tasikmalaya. Pengumpulan data dilakukan menggunakan kuesioner yang berisi pertanyaan terkait variabel-variabel yang diteliti, dan analisis dilakukan dengan menguji validitas, reliabilitas, serta hubungan antar variabel.

Hasil penelitian menunjukkan bahwa *Fear of Missing Out* (FoMO) dan *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap pembelian impulsif, sedangkan diskon tidak berpengaruh signifikan. Hal tersebut mengindikasikan bahwa pembelian impulsif di kalangan Gen Z Muslim pengguna Shopee di Kota Tasikmalaya lebih dipengaruhi oleh faktor emosional dan motivasi belanja daripada faktor diskon.

Temuan ini menunjukkan bahwa aspek emosional dan motivasi belanja memiliki peran penting dalam mendorong perilaku pembelian impulsif. Hasil penelitian ini diharapkan dapat menjadi referensi bagi pelaku usaha *e-commerce* dalam menyusun strategi pemasaran yang lebih tepat sasaran, khususnya untuk segmen konsumen Muslim Gen Z. Memahami faktor-faktor yang memengaruhi pembelian impulsif akan membantu pelaku usaha menarik perhatian konsumen dan meningkatkan penjualan secara lebih efektif.

Kata Kunci: *Fear of Missing Out*, Diskon, *Hedonic Shopping Motivation*, Pembelian Impulsif.,

ABSTRACT

Siti Salma Laila Machbub, 2025. Analysis of Factors Affecting Impulse Purchases of Shopee Muslim Consumers in Tasikmalaya City: Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.

Shopee is a popular e-commerce platform among Gen Z consumers, including in Tasikmalaya City. Behind the various attractive features offered, there is a phenomenon of impulse buying that is quite high among Gen Z Muslim consumers. Based on a preliminary study conducted on 50 respondents of Muslim Gen Z Shopee users in Tasikmalaya City, it was found that factors such as Fear of Missing Out (FoMO), discounts, and Hedonic Shopping Motivation are assumed to contribute to this tendency. Therefore, this study aims to examine the influence of these three factors on impulse purchases among Muslim Gen Z consumers who use Shopee in Tasikmalaya City.

This research method uses a quantitative approach with Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis technique. Data were collected through distributing questionnaires to 203 respondents who are Gen Z Muslim consumers who use Shopee in Tasikmalaya City. Data collection was carried out using a questionnaire containing questions related to the variables studied, and the analysis was carried out by testing the validity, reliability, and relationship between variables.

The results showed that Fear of Missing Out (FoMO) and Hedonic Shopping Motivation had a positive and significant effect on impulse purchases, while discounts had no significant effect. This indicates that impulse purchases among Gen Z Muslim Shopee users in Tasikmalaya City are more influenced by emotional factors and shopping motivation than discount factors.

These findings suggest that emotional aspects and shopping motivation have an important role in driving impulse buying behavior. The results of this study are expected to be a reference for e-commerce businesses in developing more targeted marketing strategies, especially for the Gen Z Muslim consumer segment. Understanding the factors that influence impulse buying will help businesses attract consumers' attention and increase sales more effectively

Keywords: Fear of Missing Out, Discount, Hedonic Shopping Motivation, Impulse Purchase.