

ABSTRAK

Kevin Alfa Prasetya, 2025. Pengaruh *Hedonic Shopping Motivayion, Shopping Lifestyle, dan E-store Atmosphere* Terhadap Impulse Buying Pada Pengguna *Marketplace Shopee* (Studi Pada Mahasiswa Program Studi Ekonomi Syariah Fakultas Agama Islam): Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Perkembangan zaman yang semakin modern mendorong masyarakat mengenal transaksi jual beli secara *online* melalui *marketplace*. Hadirnya *marketplace* memberi salah satu dampak, yakni mengakibatkan konsumsi atau transaksi tanpa adanya perencanaan atau disebut *impulse buying*. Tujuan dari penelitian untuk mengetahui pengaruh *hedonic shopping motivation, shopping lifestyle, dan e-store atmosphere* terhadap *impulse buying* pada pengguna *marketplace shopee*.

Penelitian ini menggunakan metode kuantitatif. Populasi dan sampel dalam penelitian ini adalah mahasiswa Ekonomi Syariah Universitas Siliwangi sebanyak 135 orang. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu berupa angket atau kuesioner yang telah diuji validitas dan realibilitasnya.

Hasil penelitian ini menunjukkan bahwa *hedonic shopping motivation* berpengaruh terhadap *impulse buying*, dapat disimpulkan bahwa H_{a1} yang menyatakan X_1 secara parsial berpengaruh terhadap Y diterima dengan nilai uji t yaitu nilai signifikan $0,00 < 0,05$. Variabel *shopping lifestyle* berpengaruh terhadap *impulse buying*, dapat disimpulkan bahwa H_{a2} yang menyatakan X_2 secara parsial berpengaruh terhadap Y diterima dengan nilai uji t yaitu nilai signifikansi $0,00 < 0,05$. Variabel *e-store atmosphere* berpengaruh terhadap *impulse buying*, dapat disimpulkan H_{a3} yang menyatakan X_3 berpengaruh secara parsial terhadap Y diterima dengan nilai uji t yaitu nilai signifikan $0,00 < 0,05$. Variabel *hedonic shopping motivation, shopping lifestyle, dan e-store atmosphere* secara simultan berpengaruh terhadap *impulse buying*, dapat disimpulkan H_{a4} yang menyatakan $X_1, X_2, \text{ dan } X_3$ secara simultan berpengaruh terhadap Y diterima dengan nilai uji t yaitu nilai signifikan $0,00 < 0,05$.

Kesimpulan dari penelitian ini, seluruh variabel independen berpengaruh terhadap variabel dependen secara parsial maupun simultan.

Kata Kunci : *Hedonic Shopping Motivation, Shopping Lifestyle, E-store Atmosphere, Impulse Buying*

ABSTRACT

Kevin Alfa Prasetya, 2025. *The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, and E-store Atmosphere on Impulse Buying in Shopee Marketplace Users (Study on Students of the Sharia Economics Study Program, Faculty of Islamic Religion): Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University*

The modern development of the times has encouraged people to recognize online buying and selling transactions through the marketplace. The presence of the marketplace has one impact, namely resulting in consumption or transactions without planning or called impulse buying. The purpose of this research is to understand the influence of hedonic shopping motivation, shopping lifestyle, and e-store atmosphere on impulse buying among users of the Shopee marketplace.

This research uses quantitative methods. The population and sample in this study were 135 students of Sharia Economics at Siliwangi University. The sampling technique used was purposive sampling. The data collection technique used in this study is a questionnaire or questionnaire that has been tested for validity and reliability. In this study, the data analysis used SPSS 25.

The results of this study indicate that hedonic shopping motivation has an effect on impulse buying, it can be concluded that H_{a1} which states that X_1 partially affects Y is accepted with a value t test, namely a significant value of $0.00 < 0.05$. Shopping lifestyle variable has an effect on impulse buying, it can be concluded that H_{a2} which states that X_2 partially affects Y is accepted with a value t test, namely a significance value of $0.00 < 0.05$. E-store atmosphere variable has an effect on impulse buying, it can be concluded that H_{a3} which states that X_3 partially affects Y is accepted with a value t test, namely a significant value of $0.00 < 0.05$. Hedonic shopping motivation, shopping lifestyle, and e-store atmosphere variables simultaneously affect impulse buying, it can be concluded that H_{a4} which states that X_1 , X_2 , and X_3 simultaneously affect Y is accepted with a value t test, namely a significant value of $0.00 < 0.05$.

The conclusion of this research is that all independent variables have an effect on the dependent variable both partially and simultaneously.

Keywords: *Hedonic Shopping Motivation, Shopping Lifestyle, E-store Atmosphere, Impulse Buying*