ABSTRAK

Dita Siti Febriani, 2026. **"PENGARUH *PERSONAL BUDGETING*, MEDIA SOSIAL, DAN MOTIVASI HEDONIS TERHADAP *IMPULSIVE BUYING* MAHASIWA (Survei kepada Mahasiswa Manajemen Angkatan 2022 Universitas Siliwangi)"** Jurusan Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya. Dibawah bimbingan Astri Srigustini,S.Pd.,M.Pd. dan Edi Fitriana Afriza, S.Pd.,M.M.

Meningkatnya kecenderungan *impulsive buying* di kalangan mahasiswa akibat kurangnya pengelolaan keuangan, pengaruh media sosial, serta dorongan emosional menjadikan penting untuk memahami faktor-faktor yang memengaruhinya dalam upaya menciptakan perilaku konsumsi yang lebih rasional. Penelitian ini bertujuan untuk menganalisis pengaruh *personal budgeting*, media sosial, dan motivasi hedonis terhadap *impulsive buying* pada mahasiswa Manajemen Universitas Siliwangi angkatan 2022. Penelitian ini menggunakan metode kuantitatif dengan melibatkan 184 mahasiswa sebagai responden yang ditentukan melalui teknik *simple random sampling*, serta analisis data menggunakan regresi linear berganda berdasarkan data skala Likert 1-4 yang diperoleh melalui penyebaran kuesioner. Hasil penelitian menunjukkan bahwa secara parsial *impulsive buying* dipengaruhi signifikan oleh personal budgeting dan media sosial, sedangkan motivasi hedonis tidak berpengaruh signifikan terhadap *impulsive buying*. Sementara itu, ketiga variabel tersebut secara simultan berpengaruh terhadap *impulsive buying* mahasiswa.

Kata Kunci: *Impulsive Buying*, *Personal Budgeting*, Media Sosial, Motivasi Hedonis.

ABSTRACT

Dita Siti Febriani, 2026. ***"THE INFLUENCE OF PERSONAL BUDGETING, SOCIAL MEDIA, AND HEDONISTIC MOTIVATION ON STUDENT IMPULSIVE BUYING (A Survey of 2022 Batch Management Students at Siliwangi University)".*** *Department of Economics Education, Faculty of Teacher Training and Educational Sciences, Siliwangi University, Tasikmalaya. Under the supervision of Astri Srigustini, S.Pd., M.Pd. and Edi Fitriana Afriza, S.Pd., M.M.*

The increasing tendency of impulsive buying among students due to poor financial management, the influence of social media, and emotional drives highlights the importance of understanding the factors affecting it in order to promote more rational consumption behavior. This study aims to analyze the effect of personal budgeting, social media, and hedonic motivation on impulsive buying among Management students of Universitas Siliwangi, class of 2022. This study employs a quantitative method involving 184 students as respondents selected through simple random sampling, with data analyzed using multiple linear regression based on a Likert scale of 1–4 obtained through questionnaire distribution. The results indicate that partially, impulsive buying is significantly influenced by personal budgeting and social media, while hedonic motivation does not have a significant effect on impulsive buying. Meanwhile, all variables simultaneously have a significant effect on students' impulsive buying.

Keywords**: **Impulsive Buying, Personal Budgeting, Social Media, Hedonic Motivation.