

ABSTRAK

Skripsi dengan judul “Pengaruh *Hedonic Shopping*, *Shopping Motivation*, dan *Shopping Lifestyle* Terhadap *Impulse Buying* Pembelian *Skincare* pada *Marketplace*, yang ditulis oleh Ana Ifadatul Ummah, NIM 12405193240, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing: Fitriantsany S.Sos., M.A.

Penelitian ini dilatarbelakangi dengan hadirnya *marketplace* atau toko *online* yang menimbulkan gaya hidup baru dikalangan masyarakat yaitu berbelanja secara *online*. Hal ini terjadi karena masyarakat lebih memilih hal yang lebih mudah karena dengan berbelanja secara *online* bisa mengefisiensi waktu, tenaga dan banyak pilihan produk dibandingkan dengan berbelanja secara *offline*.

Penelitian ini bertujuan untuk menguji dan mengetahui signifikansi pengaruh (1) *hedonic shopping* terhadap *impulse buying* pembelian *skincare* pada *marketplace* (2) *shopping motivation* terhadap *impulse buying* pembelian *skincare* pada *marketplace* (3) *shopping lifestyle* terhadap *impulse buying* pembelian *skincare* pada *marketplace* (4) *hedonic shopping*, *shopping motivation*, dan *shopping lifestyle* terhadap pembelian *skincare* pada *marketplace*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sampel yang diambil sebanyak 100 mahasiswa dan teknik pengambilan sampel menggunakan teknik *simple random sampling*. Sumber data yang digunakan dalam penelitian ini diperoleh dengan membagikan kuesioner melalui *google form*. Pengujian data yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, uji hipotesis dan uji koefisien determinasi.

Hasil dari penelitian ini menunjukkan bahwa variabel (1) *hedonic shopping* secara parsial berpengaruh positif dan signifikan terhadap terhadap *impulse buying* pembelian *skincare* pada *marketplace*. (2) *shopping motivation* secara parsial berpengaruh positif dan signifikan terhadap terhadap *impulse buying* pembelian *skincare* pada *marketplace*. (3) *shopping lifestyle* secara parsial berpengaruh positif dan signifikan terhadap terhadap *impulse buying* pembelian *skincare* pada *marketplace*. (4) variabel *hedonic shopping*, *shopping motivation*, dan *shopping lifestyle* secara bersama-sama berpengaruh positif dan signifikan terhadap *impulse buying* pembelian *skincare* pada *marketplace*.

Kata kunci: *hedonic shopping*, *impulse buying*, *shopping motivation*, dan *shopping lifestyle*.

ABSTRACT

Thesis with the title "The Effect of Hedonic Shopping, Shopping Motivation, and Shopping Lifestyle on Impulse Buying Skincare Purchases on the Marketplace, written by Ana Ifadatul Ummah, NIM 12405193240, Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University, Supervisor: Fitriyanatsany S.Sos., M.A.

This research is motivated by with the presence of a marketplace or online store online store which creates a new lifestyle lifestyle among the community, namely shopping online. This happens because people prefer easier things because shopping online can save time, energy and a large selection of products compared to shopping offline.

This research aims to test and determine the significance of the influence of (1) hedonic shopping on impulse buying skincare purchases in the marketplace (2) shopping motivation on impulse buying skincare purchases on the marketplace (3) shopping lifestyle on impulse buying skincare purchases on the marketplace (4) hedonic shopping, shopping motivation, and shopping lifestyle on impulse buying skincare purchases on the marketplace.

This study uses a quantitative approach with an associative research type. The sample taken was 100 students and the sampling technique used simple random sampling technique. The data source used in this study was obtained by distributing questionnaires via google form. The data tests used are validity test, reliability test, classical assumption test, multiple linear regression analysis test, hypothesis testing and determination coefficient test.

The results of this study indicate that the variable (1) hedonic shopping partially has a positive and significant effect on impulse buying skincare purchases in the marketplace. (2) shopping motivation partially has a positive and significant effect on impulse buying skincare purchases on the marketplace. (3) shopping lifestyle partially has a positive and significant effect on impulse buying skincare purchases on the marketplace. (4) hedonic shopping, shopping motivation, and shopping lifestyle variables together have a positive and significant effect on impulse buying skincare purchases in the marketplace.

Keywords: *hedonic shopping, impulse buying, shopping motivation, and shopping lifestyle.*