ABSTRAK

Tesis dengan judul "Pengaruh Ulasan Daring, Motivasi Belanja Hedonik, dan Gaya Hidup Belanja terhadap Pembelian Impulsif bagi Mahasiswa Muslim di Jawa Timur dengan Kesadaran Merek Halal sebagai Variabel Moderasi" ini ditulis oleh Lailin Quthrin Nada, NIM. 1880508240009, dengan pembimbing Dr. Rokhmat Subagiyo, M.E.I., dan Dr. Binti Nur Asiyah, M.Si.

Kata Kunci: Ulasan Daring, Motivasi Belanja Hedonik, Gaya Hidup Belanja, Pembelian Impulsif, Kesadaran Merek Halal

Penelitian ini dilatarbelakangi oleh meningkatnya perilaku pembelian impulsif di kalangan mahasiswa Muslim di Jawa Timur. Seiring pesatnya pertumbuhan *e-commerce* di Indonesia, fenomena ini semakin relevan mengingat Jawa Timur merupakan wilayah dengan mayoritas penduduk Muslim yang aktif menggunakan *platform* belanja daring. Di sisi lain, meskipun mahasiswa Muslim memiliki pemahaman terhadap nilai-nilai Islam yang mengatur konsumsi, berbagai stimulus seperti ulasan daring, motivasi belanja hedonik, dan gaya hidup belanja tetap berpotensi mendorong pembelian yang tidak terencana.

Tujuan penelitian ini untuk menguji dan menganalisis: (1) pengaruh ulasan daring terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; (2) pengaruh motivasi belanja hedonik terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; (3) pengaruh gaya hidup belanja terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; (4) pengaruh kesadaran merek halal terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; (5) peran kesadaran merek halal dalam memoderasi pengaruh ulasan daring terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; (6) peran kesadaran merek halal dalam memoderasi pengaruh motivasi belanja hedonik terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur; dan (7) peran kesadaran merek halal dalam memoderasi pengaruh gaya hidup belanja terhadap pembelian impulsif pada Mahasiswa Muslim di Jawa Timur.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui kuesioner yang disebarkan kepada mahasiswa Fakultas Ekonomi dan Bisnis Islam dari beberapa Universitas Islam Negeri di Jawa Timur yang aktif menggunakan *e-commerce*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 385 responden yang ditentukan menggunakan rumus Slovin. Analisis data dilakukan menggunakan *Moderated Regression Analysis* (MRA).

Hasil penelitian menunjukkan bahwa: (1) ulasan daring berpengaruh signifikan positif terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur; (2) motivasi belanja hedonik berpengaruh negatif terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur; (3) gaya hidup belanja berpengaruh signifikan positif terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur; (4) kesadaran merek halal berpengaruh signifikan positif terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur; (5)

Kesadaran merek halal terbukti memperkuat pengaruh ulasan daring terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur; (6) kesadaran merek halal tidak berperan sebagai variabel moderasi dalam hubungan antara motivasi belanja hedonik dan pembelian impulsif; dan (7) kesadaran merek halal terbukti memperlemah pengaruh gaya hidup belanja terhadap pembelian impulsif pada mahasiswa Muslim di Jawa Timur. Temuan ini menunjukkan asimetri moderasi kesadaran merek halal yang bekerja secara berbeda tergantung pada jenis stimulus yang diterima Mahasiswa Muslim.

ABSTRACT

The thesis entitled "The Influence of Online Reviews, Hedonic Shopping Motivation, and Shopping Lifestyle on Impulsive Purchases for Muslim Students in East Java with Halal Brand Awareness as a Moderating Variable" was written by Lailin Quthrin Nada, NIM. 1880508240009, with supervisors Dr. Rokhmat Subagiyo, M.E.I., and Dr. Binti Nur Asiyah, M.Si.

Keywords: *Online Reviews, Hedonic Shopping Motivation, Shopping Lifestyle, Impulsive Buying, Halal Brand Awareness*

This research is motivated by the increasing impulsive buying behavior among Muslim students in East Java. With the rapid growth of e-commerce in Indonesia, this phenomenon is increasingly relevant, given that East Java is a region with a majority Muslim population actively using online shopping platforms. On the other hand, even though Muslim students have an understanding of Islamic values governing consumption, various stimuli such as online reviews, hedonic shopping motivation, and shopping lifestyle still have the potential to encourage unplanned purchases.

The objectives of this study are to examine and analyze: (1) the influence of online reviews on impulsive buying among Muslim students in East Java; (2) the influence of hedonic shopping motivation on impulsive buying among Muslim students in East Java; (3) the influence of shopping lifestyle on impulsive buying among Muslim students in East Java; (4) the influence of halal brand awareness on impulsive buying among Muslim students in East Java; (5) the role of halal brand awareness in moderating the influence of online reviews on impulsive buying among Muslim students in East Java; (6) the role of halal brand awareness in moderating the influence of hedonic shopping motivation on impulsive buying among Muslim students in East Java. and (7) the role of halal brand awareness in moderating the influence of shopping lifestyle on impulsive purchases among Muslim students in East Java.

The research method used was a quantitative approach with an associative approach. Data were collected through questionnaires distributed to students of the Faculty of Islamic Economics and Business from several State Islamic Universities in East Java who actively use e-commerce. The sampling technique used purposive sampling, with a sample size of 385 respondents determined using the Slovin formula. Data analysis was performed using Moderated Regression Analysis (MRA).

The results showed that: (1) online reviews had a significant positive effect on impulsive purchases among Muslim students in East Java; (2) hedonic shopping motivation had a negative effect on impulsive purchases among Muslim students in East Java; (3) shopping lifestyle had a significant positive effect on impulsive purchases among Muslim students in East Java; (4) halal brand awareness had a significant positive effect on impulsive purchases among Muslim students in East Java; (5) halal brand awareness was proven to strengthen the influence of online

reviews on impulsive purchases among Muslim students in East Java. (6) halal brand awareness does not act as a moderating variable in the relationship between hedonic shopping motivation and impulsive buying; and (7) halal brand awareness is proven to weaken the influence of shopping lifestyle on impulsive buying in Muslim students in East Java. These findings indicate asymmetric moderation of halal brand awareness that works differently depending on the type of stimulus received by Muslim students.