

ABSTRAK

PENGARUH HEDONIC PLEASURE, SHOPPING LIFESTYLE, DAN PRICE DISCOUNT TERHADAP PEMBELIAN IMPULSIF DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI
(Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta Pengguna Shopee)

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2025

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung *hedonic pleasure* terhadap pembelian impulsif, 2) pengaruh secara langsung *shopping lifestyle* terhadap pembelian impulsif, 3) pengaruh secara langsung *price discount* terhadap pembelian impulsif, 4) pengaruh *hedonic pleasure* terhadap pembelian impulsif dengan dimediasi oleh *positive emotion*, 5) pengaruh *shopping lifestyle* terhadap pembelian impulsif dengan dimediasi oleh *positive emotion*, 6) pengaruh *price discount* terhadap pembelian impulsif dengan dimediasi oleh *positive emotion*. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma Yogyakarta pengguna Shopee yang pernah melakukan pembelian di Shopee minimal 2 kali dalam 6 bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan *purposive sampling*. Data diperoleh melalui kuesioner dan diperoleh sebanyak 96 responden. Teknik analisis data menggunakan *Smart Partial Least Square*, yaitu SmartPLS4. Hasil penelitian menunjukkan bahwa 1) *hedonic pleasure* secara langsung berpengaruh terhadap pembelian impulsif, 2) *shopping lifestyle* secara langsung berpengaruh terhadap pembelian impulsif, 3) *price discount* secara langsung berpengaruh terhadap pembelian impulsif, 4) *hedonic pleasure* berpengaruh terhadap pembelian impulsif dengan dimediasi sebagian oleh *positive emotion*, 5) *shopping lifestyle* tidak berpengaruh terhadap pembelian impulsif dengan dimediasi oleh *positive emotion*, 6) *price discount* tidak berpengaruh terhadap pembelian impulsif dengan dimediasi oleh *positive emotion*.

Kata Kunci: *Hedonic Pleasure, Shopping Lifestyle, Price Discount, Pembelian Impulsif, dan Positive Emotion*

ABSTRACT

***THE INFLUENCE OF HEDONIC PLEASURE, SHOPPING LIFESTYLE, AND
PRICE DISCOUNT ON PEMBELIAN
IMPULSIF WITH POSITIVE EMOTION AS A
MEDIATING VARIABEL
(Study on Students of Sanata Dharma Yogyakarta Shopee Users)***

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2025*

This study aims to determine: 1) the direct effect of hedonic pleasure on impulse buying, 2) the direct effect of shopping lifestyle on impulse buying, 3) the direct effect of price discount on impulse buying, 4) the effect of hedonic pleasure on impulse buying mediated by positive emotions, 5) the effect of shopping lifestyle on impulse buying mediated by positive emotions, 6) the effect of price discount on impulse buying mediated by positive emotions. The population in this study was students of Sanata Dharma University Yogyakarta who were Shopee users who and made purchases on Shopee at least 2 times in the last 6 months. The sampling technique used was nonprobability sampling with purposive sampling. The data were collected through questionnaires from 96 respondents. The data analysis technique used Smart Partial Least Square, namely SmartPLS4. The results of the study indicate that 1) hedonic pleasure directly influences impulse buying, 2) shopping lifestyle directly influences impulse buying, 3) price discount directly influences impulse buying, 4) hedonic pleasure influences impulse buying with partial mediation by positive emotions, 5) shopping lifestyle does not influence impulse buying mediated by positive emotions, 6) price discount does not influence impulse buying mediated by positive emotions.

Keywords: Hedonic Pleasure, Shopping Lifestyle, Price Discount, Impulse Buying, and Positive Emotion.