

ABSTRAK

PENGARUH SHOPPING LIFESTYLE, HEDONIC SHOPPING VALUE, DAN SALES PROMOTION TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *shopping lifestyle* terhadap *impulse buying*, (2) pengaruh secara langsung *hedonic shopping value* terhadap *impulse buying*, (3) pengaruh secara langsung *sales promotion* terhadap *impulse buying*, (4) pengaruh secara langsung *positive emotion* terhadap *impulse buying*, (5) pengaruh *shopping lifestyle* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, (6) pengaruh *hedonic shopping value* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, (7) pengaruh *sales promotion* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability sampling* dengan metode purposive sampling. Data diperoleh dengan melakukan penyebaran kuesioner secara online kepada mahasiswa Universitas Sanata Dharma yang pernah melakukan pembelian aksesoris *gadget* di *marketplace* Shopee dan kemudian diisi oleh 96 responden. Analisis data menggunakan *Partial Least Square* (PLS) yang diolah menggunakan SmartPLS 4. Hasil penelitian ini menunjukkan bahwa: (1) *shopping lifestyle* secara langsung berpengaruh terhadap *impulse buying*, (2) *hedonic shopping value* secara langsung berpengaruh terhadap *impulse buying*, (3) *sales promotion* secara langsung berpengaruh terhadap *impulse buying*, (4) *positive emotion* secara langsung berpengaruh terhadap *impulse buying*, (5) *shopping lifestyle* berpengaruh terhadap *impulse buying* dengan mediasi sebagian oleh *positive emotion*, (6) *hedonic shopping value* berpengaruh terhadap *impulse buying* dengan mediasi sebagian oleh *positive emotion*, (7) *sales promotion* berpengaruh terhadap *impulse buying* dengan mediasi sebagian oleh *positive emotion*.

Kata kunci: Shopping Lifestyle, Hedonic Shopping value, Sales Promotion, Impulse Buying, Positive Emotion

ABSTRACT

THE INFLUENCE OF SHOPPING LIFESTYLE, HEDONIC SHOPPING VALUE, AND SALES PROMOTION ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE

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This study aims to determine: (1) the direct influence of shopping lifestyle on impulse buying, (2) the direct influence of hedonic shopping value on impulse buying, (3) the direct influence of sales promotion on impulse buying, (4) the direct influence of positive emotion on impulse buying, (5) the influence of shopping lifestyle on impulse buying mediated by positive emotion, (6) the influence of hedonic shopping value on impulse buying mediated by positive emotion, and (7) the influence of sales promotion on impulse buying mediated by positive emotion. The sampling technique used in this study was non-probability sampling with a purposive sampling method. Data was collected through online questionnaire distribution to Sanata Dharma University students who have previously purchased gadget accessories on the Shopee marketplace, with a total of 96 respondents. Data analysis was conducted using Partial Least Square (PLS) processed with SmartPLS 4. The results of this study indicate that: (1) shopping lifestyle directly influences impulse buying, (2) hedonic shopping value directly influences impulse buying, (3) sales promotion directly influences impulse buying, (4) positive emotion directly influences impulse buying, (5) shopping lifestyle influences impulse buying with partial mediation by positive emotion, (6) hedonic shopping value influences impulse buying with partial mediation by positive emotion, and (7) sales promotion influences impulse buying with partial mediation by positive emotion.

Keywords: Shopping Lifestyle, Hedonic Shopping Value, Sales Promotion, Impulse Buying, Positive Emotion