

ABSTRAK

**PENGARUH E-WOM, GAYA HIDUP, DAN MOTIVASI BELANJA
HEDONIS TERHADAP PEMBELIAN IMPULSIF SEPATU ADIDAS**

Antonius Wisnu Wicaksono
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini dilakukan bertujuan untuk mengetahui (1) pengaruh *e-wom*, gaya hidup, dan motivasi belanja hedonis secara bersama-sama terhadap pembelian impulsif sepatu adidas (2) pengaruh *e-wom* secara parsial terhadap pembelian impulsif sepatu adidas (3) pengaruh gaya hidup secara parsial terhadap pembelian impulsif sepatu adidas (4) pengaruh motivasi belanja hedonis secara parsial terhadap pembelian impulsif sepatu adidas (5) ada atau tidak adanya perbedaan persepsi berdasarkan jenis kelamin pada *e-wom*, gaya hidup, motivasi belanja hedonis, dan pembelian impulsif sepatu adidas. Dalam penelitian ini, teknik pengambilan sampel yang digunakan adalah *non probability sampling* yang berupa metode *purposive sampling*. Data yang digunakan dalam penelitian ini sebanyak 96 responden yang didapat melalui *google form* sebagai alat untuk mendapatkan sampel. Penelitian ini menggunakan Teknik analisis berupa uji instrumen, analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji beda menggunakan *independent sample t-test* yang didukung dengan menggunakan aplikasi SPSS 25. Hasil penelitian ini menunjukkan bahwa: (1) *e-wom*, gaya hidup, dan motivasi belanja hedonis secara bersama-sama berpengaruh positif terhadap pembelian impulsif sepatu adidas, (2) *e-wom* tidak berpengaruh secara parsial terhadap pembelian impulsif sepatu adidas, (3) gaya hidup tidak berpengaruh secara parsial terhadap pembelian impulsif sepatu adidas, (4) motivasi belanja hedonis berpengaruh secara parsial terhadap pembelian impulsif sepatu adidas, (5) tidak terdapat perbedaan persepsi antara laki-laki dengan perempuan mengenai *e-wom*, gaya hidup, motivasi belanja hedonis, dan pembelian impulsif sepatu adidas.

Kata Kunci : *e-wom*, gaya hidup, motivasi belanja hedonis, dan pembelian impulsif

ABSTRACT

**THE INFLUENCE OF E-WOM, LIFESTYLE, AND HEDONIC
SHOPPING MOTIVATION ON IMPULSE PURCHASES OF ADIDAS
SHOES**

Antonius Wisnu Wicaksono
Management Study Program Faculty of Economics
Sanata Dharma University
Yogyakarta

This study was conducted to determine (1) the combined effect of e-wom, lifestyle, and hedonistic shopping motivation on impulsive purchases of Adidas shoes (2) the partial effect of e-wom on impulsive purchases of Adidas shoes (3) the partial influence of lifestyle on impulsive purchases of Adidas shoes (4) the partial influence of hedonistic shopping motivation on impulsive purchases of Adidas shoes (5) the presence or absence of gender based differences in perceptions of e-wom, lifestyle, hedonistic shopping motivation, and impulsive purchases of Adidas shoes. In this study, the sampling technique used was non probability sampling in the form of purposive sampling. The data used in this study consisted of 96 respondents obtained through a Google Form as a tool for obtaining samples. This study employed analytical techniques including instrument testing, descriptive analysis, classical assumption testing, multiple linear regression analysis, and difference testing using an independent sample t-test, supported by the SPSS 25 application. The results of this study indicate that: (1) e-wom, lifestyle, and hedonistic shopping motivation collectively have a positive effect on impulsive purchases of Adidas shoes, (2) e-wom does not have a partial effect on impulsive purchases of Adidas shoes, (3) lifestyle does not have a partial effect on impulsive purchases of Adidas shoes, (4) hedonistic shopping motivation has a partial effect on impulsive purchases of Adidas shoes, (5) there is no difference in perception between men and women regarding e-wom, lifestyle, hedonistic shopping motivation, and impulsive purchases of Adidas shoes.

Keywords : e-wom, lifestyle, hedonic shopping motivation, and impulse buying

