

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif deskriptif dengan menggunakan metode survei kepada mahasiswa Fakultas Ekonomi dan Bisnis, Universitas Jenderal Soedirman. Bertujuan untuk menganalisis pengaruh *hedonic shopping value* terhadap pembelian impulsif dengan *shopping lifestyle* sebagai variabel mediasi. Metode yang digunakan dalam penelitian ini menggunakan teknik *random sampling* dengan mengambil 97 sample responden. Analisis digunakan menggunakan SPSS (*Statistical Product and Service Solution*) dengan hasil sebagai berikut: (1) *hedonic shopping value* berpengaruh positif terhadap pembelian impulsif, (2) *hedonic shopping value* berpengaruh positif terhadap *shopping lifestyle*, (3) *shopping lifestyle* berpengaruh positif terhadap pembelian impulsif, dan (4) *shopping lifestyle* memediasi pengaruh hubungan *hedonic shopping value* terhadap pembelian impulsif. Implikasi dari penelitian ini adalah *Shopee* dapat terus meningkatkan pengalaman berbelanja konsumen dengan meningkatkan fitur, kualitas, dan keamanan konsumen sehingga pembelian impulsif akan banyak terjadi. Pelaku usaha dapat meningkatkan penjualan melalui pembelian tidak terencana dengan menyediakan berbagai jenis pilihan produk dan promosi sehingga konsumen tergiur dengan tawaran dan ketersediaan produk.

Kata Kunci: *hedonic shopping value, shopping lifestyle, pembelian impulsif, Shopee*

SUMMARY

This research is a descriptive quantitative study using a survey method to students of the Faculty of Economics and Business, Jenderal Soedirman University. Aims to analyze the effect of hedonic shopping value on impulse buying with shopping lifestyle as a mediating variable. The method used in this study uses random sampling technique by taking 97 samples of respondents. Analysis was used using SPSS (Statistical Product and Service Solution) with the following results: (1) hedonic shopping value has a positive effect on impulse purchases, (2) hedonic shopping value has a positive effect on shopping lifestyle, (3) shopping lifestyle has a positive effect on impulse purchases, and (4) shopping lifestyle mediates the effect of the hedonic shopping value relationship on impulse purchases. The implication of this research is that Shopee can continue to improve the consumer shopping experience by increasing features, quality, and consumer safety so that impulse purchases will occur a lot. Business actors can increase sales through unplanned purchases by providing various types of product choices and promotions so that consumers are tempted by product offers and availability.

Keywords: *hedonic shopping value, shopping lifestyle, impulse purchases, Shopee*