

ABSTRAK

Julianto, Ridho Pratama. 2022. Skripsi. **Pengaruh *Hedonic Shopping Motivasion, Shopping Lifestyle* dan *Discount* Terhadap *Impulsive Buying* Konsumen ketika berbelanja di Online Marketpleace**. Program Studi Manajemen. Fakultas Ekonomi. Universitas Panca Marga Kota Probolinggo.

Penelitian memiliki tujuan untuk mengetahui pengaruh *hedonic shopping motivasion, shopping lifestyle* dan *discount* Terhadap *impulsive buying* konsumen ketika berbelanja di Online Marketpleace.

Jenis penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif menggunakan hubungan kausal. Populasinya adalah konsumen Marketpleace Shopee yang merupakan Mahasiswa Fakultas Ekonomi Universitas Pancamarga dengan sampel sebanyak 40 konsumen dan teknik pengambilan sampel menggunakan teknik *purposive sampling*.

Hasil penelitian mennjukkan bahwa: 1) Variabel *hedonic shopping motivasion* dan *discount* secara parsial tidak berpengaruh signifikan terhadap *impulsive buying*, sedangkan variabel *shopping lifestyle* secara parsial berpengaruh signifikan terhadap *impulsive buying*. 2) Variabel *hedonic shopping motivasion, shopping lifestyle* dan *discount* secara simultan berpengaruh signifikan terhadap *impulsive buying*. 3) Variabel *shopping lifestyle* berpengaruh dominan terhdap *impulsive buying*.

Kata Kunci: *Hedonic Shopping Motivasion, Shopping Lifestyle, Discount, Impulsive Buying*.

ABSTRACT

Julianto, Ridho Pratama. 2022. Thesis. The Influence of Hedonic Shopping Motivation, Shopping Lifestyle and Discount on Impulsive Buying of Consumers when shopping at Online Marketplace. Management Studies Program. Faculty of Economics. Panca Marga University, Probolinggo City.

This study aims to determine the effect of hedonic shopping motivation, lifestyle shopping, and discounts on consumers' impulsive buying when shopping in Online Marketplace.

The type of research used is quantitative with an associative approach using a causal relationship. The population is students of the Faculty of Economics, Pancamarga University who are Marketplace Shopee consumers with a sample of 40 consumers and the sampling technique uses incidental purposive sampling techniques.

The results of the study show that: 1) The hedonic shopping motivation and discount variables partially have no significant effect on impulsive buying, while the shopping lifestyle variable partially has a significant effect on impulsive buying. 2) The hedonic shopping motivation, shopping lifestyle, and discount variables simultaneously have a significant effect on impulsive buying. 3) The shopping lifestyle variable has a dominant effect on impulsive buying..

Keywords: *Hedonic Shopping Motivasion, Shopping Lifestyle, Discount, Impulsive Buying.*