

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic motivation*, *shopping lifestyle*, dan *positive emotion* terhadap *impulse buying*. Serta pengaruh *hedonic motivation* dan *shopping lifestyle* terhadap *positive emotion*. Selain itu, penelitian ini juga bertujuan untuk mengetahui pengaruh tidak langsung *hedonic motivation* terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi dan pengaruh tidak langsung *shopping lifestyle* terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi pada penelitian ini adalah Generasi Z pengguna Shopee di kota Surabaya. Jumlah sampel yang di hitung menggunakan rumus *lameshow* karena populasi tidak diketahui dengan hasil 100 responden. Pengambilan sampel menggunakan *nonprobability sampling* dengan kriteria tidak memberi peluang atau kesempatan bagi setiap unsur atau anggota populasi untuk dipilih menjadi sampel. Sumber data yaitu melalui data primer yang diperoleh dengan kuisioner. Teknik analisis data yang digunakan yaitu PLS (*Partial Least Square*) dengan bantuan *software SmartPLS* versi 4.0.

Hasil penelitian pengaruh langsung menunjukkan bahwasanya *hedonic motivation* berpengaruh positif dan tidak signifikan terhadap *impulse buying*, *shopping lifestyle* dan *positive emotion* berpengaruh positif dan signifikan terhadap *impulse buying*, *hedonic motivation* dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *positive emotion*. Hasil penelitian pengaruh tidak langsung menunjukkan bahwa *hedonic motivation* berpengaruh positif dan signifikan terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi, *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi.

Kata Kunci: *Hedonic Motivation, Shopping Lifestyle, Positive Emotion, Impulse Buying*.

ABSTRACT

This research aimed to find out the effect of hedonic motivation, shopping lifestyle, and positive emotions on impulse buying. Also, it aimed to find out the effect of hedonic motivation and shopping lifestyle on positive emotions. Moreover, it aimed to find out the indirect effect of hedonic motivation on impulse buying with positive emotion as the mediating variable. It aimed also to find out the indirect effect of a shopping lifestyle on impulse buying with impulse buying and positive emotion as mediating variables.

The research was quantitative. Moreover, the population was Z Generation of Shopee consumers in Surabaya. The number of samples that were counted using Lameshow was 100 respondents. Furthermore, the data collection technique used non-probability sampling, in which the criteria did not give a chance or opportunity for every element or member of the population to be chosen as a sample. Additionally, the data were primary with a questionnaire for the instrument. The data analysis technique used PLS with SmartPLS 4.0.

The result, directly, showed that hedonic motivation had a positive but insignificant effect on impulse buying; shopping lifestyle and positive emotion had a positive and significant effect on impulse buying; hedonic motivation and shopping lifestyle had a positive and significant effect on positive emotion. However, the result, indirectly, showed that hedonic motivation had a positive and significant effect on impulse buying with positive emotion as a mediating variable. In addition, the shopping lifestyle had a positive and significant effect on impulse buying with positive emotion as a mediating variable.

Keywords : Hedonic Motivation, Shopping Lifestyle, Positive Emotion, Impulse Buying.