

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping motivation*, *lifestyle* dan *price discount* terhadap *e-impulse buying* pada konsumen shopee. *Hedonic shopping motivation* mengacu pada dorongan emosional yang mendorong individu untuk berbelanja demi kepuasan pribadi dan hiburan, sementara *lifestyle* mencerminkan pola konsumsi dan *preferensi* individu yang dapat mempengaruhi keputusan pembelian. *Price discount*, sebagai salah satu strategi pemasaran, juga dianggap berperan dalam mendorong perilaku pembelian impulsif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan 100 responden dari mahasiswa Universitas Islam Darul ‘Ulum Lamongan yang aktif berbelanja di *platform e-commerce* Shopee. Data dikumpulkan melalui kuesioner yang diukur menggunakan skala *Likert*, dan dianalisis menggunakan analisis regresi linier berganda untuk mengetahui pengaruh variabel-variabel tersebut terhadap *e-impulse buying*. Hasil penelitian ini menunjukkan bahwa variabel *hedonic shopping motivation* berpengaruh negatif dan signifikan terhadap *e-impulse buying* pada konsumen Shopee, variabel *lifestyle* berpengaruh positif dan signifikan terhadap *e-impulse buying* pada konsumen Shopee, dan variabel *price discount* berpengaruh positif terhadap *e-impulse buying* pada konsumen Shopee.

Kata kunci: *Hedonic shopping motivation, lifestyle, price discount, e-impulse buying*

ABSTRACT

This study aims to analyze the effect of hedonic shopping motivation, lifestyle and price discount on e-impulse buying in shopee consumers. Hedonic shopping motivation refers to the emotional drive that encourages individuals to shop for personal satisfaction and entertainment, while lifestyle reflects individual consumption patterns and preferences that can influence purchasing decisions. Price discount, as a marketing strategy, is also considered to play a role in encouraging impulse buying behavior. This study uses a quantitative approach with a survey method involving 100 respondents from Darul 'Ulum Lamongan Islamic University students who actively shop on the Shopee e-commerce platform. Data were collected through a questionnaire measured using a Likert scale, and analyzed using multiple linear regression analysis to determine the effect of these variables on e-impulse buying. The results of this study indicate that the hedonic shopping motivation variable has a negative and significant effect on e-impulse buying in Shopee consumers, the lifestyle variable has a positive and significant effect on e-impulse buying in Shopee consumers, and the price discount variable has a positive effect on e-impulse buying in Shopee consumers.

Keywords: Hedonic shopping motivation, lifestyle, price discount, impulse buying.