

ABSTRAKSI

Penelitian ini bertujuan untuk mendiskripsikan dan menganalisis pengaruh *Hedonic shopping motives* terhadap perilaku *impulse buying* pada Toko Online Shop dengan *shopping lifestyle, browsing, positive emotions* sebagai variabel intervening. Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi S1 Universitas Islam Sultan Agung Semarang yang masih aktif dan pernah melakukan transaksi jual beli melalui Online Shop, dengan jumlah sampel 100 responden. Teknik pengambilan sampel adalah *purposive sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan *hedonic shopping motives* berpengaruh positif terhadap *shopping life style, browsing, positive emotions* dan perilaku *impulse buying*. *Shopping life style, browsing, positive emotions* terbukti berpengaruh positif signifikan terhadap *impulse buying*. Hasil penelitian terbukti bahwa *shopping life style* mampu menjadi variabel intervening antara *hedonic shopping motives* dengan *impulse buying*, dapat diartikan bahwa semakin tinggi tingkat kesenangan mahasiswa untuk berbelanja, maka gaya hidup berbelanja mahasiswa akan semakin berlebihan pada *online shop* sehingga hal itu mampu meningkatkan *impulse buying*. *Browsing* dan *positive emotion* tidak mampu memediasi hubungan antara *hedonic shopping motives* terhadap *impulse buying*.

Kata Kunci : *Hedonic shopping motives, shopping life style, browsing, positive emotions* dan perilaku *impulse buying*

ABSTRACT

This study aims to describe and analyze the influence of Hedonic shopping motives on impulse buying behavior in Shop Online Shop with shopping lifestyle, browsing, positive emotions as intervening variable. The population in this study are all students of Faculty of Economics S1 Islamic University of Sultan Agung Semarang who is still active and never make sale and purchase transactions through the Online Shop, with a sample of 100 respondents. The sampling technique is purposive sampling. The analysis tool is the path analysis, where previously tested the validity and reliability as well as the classical assumption test.

Test results showed hedonic shopping motives have a positive effect on shopping life style, browsing, positive emotions and impulse buying behavior. Shopping life style, browsing, positive emotions proved to have a significant positive effect on impulse buying. The research result proved that shopping life style able to be intervening variable between hedonic shopping motives with impulse buying, it can be interpreted that the higher level of student's pleasure to shop, hence lifestyle of student shop will be more excessive in online shop so that it can increase impulse buying. Browsing and positive emotions are not able to mediate the relationship between hedonic shopping motives against impulse buying.

Keywords: Hedonic *shopping* motives, shopping life style, browsing, positive emotions and impulse buying behavior