

**“PENGARUH HEDONIC MOTIVATION DAN SHOPPING LIFESTYLE
TERHADAP IMPULSE BUYING DENGAN BROWSING SEBAGAI VARIABEL
MEDIASI (Studi Kasus pada Konsumen Shopee)”**

Nama : Rahma Aswayun Nurbai'ti

NIM : 1011910070

Dosen Pembimbing : Alfina, S.M., M.M.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh antara Hedonic Motivation, Shopping Lifestyle, Browsing, dan Impulse Buying pada Konsumen Shopee. Metode SEMPLS (Structural Equation Modeling - Partial Least Squares) digunakan dalam penelitian ini. Pengumpulan data menggunakan data primer, melalui penyebaran kuesioner yang dibantu dengan platform google form. Jumlah responden sebanyak 229, namun setelah dilakukan seleksi berdasarkan kriteria yang sudah ditentukan, hanya 220 responden yang memenuhi syarat. Hasil penelitian menunjukkan bahwa Hedonic Motivation dan Browsing tidak memiliki pengaruh terhadap Impulse Buying. Namun Shopping Lifestyle memiliki pengaruh terhadap Impulse Buying. Selanjutnya Hedonic Motivation tidak memiliki pengaruh terhadap Browsing. Namun, Shopping Lifestyle memiliki pengaruh terhadap Browsing. Selain itu, hasil menunjukkan bahwa Browsing tidak dapat memediasi hubungan antara Hedonic Motivation dan Shopping Lifestyle terhadap Impulse Buying.

Keywords: Shopee, Hedonic Motivation, Shopping Lifestyle, Browsing, Impulse Buying

***“THE EFFECT OF HEDONIC MOTIVATION AND SHOPPING LIFESTYLE
ON IMPULSE BUYING WITH BROWSING AS A MEDIATION VARIABLE
(Case Study on Shopee Consumers)”***

Name : Rahma Aswayun Nurbai'ti

Student Id Number : 1011910070

Mentoring Lecturer : Alfina, S.M., M.M.

ABSTRACT

This study aims to examine the influence of Hedonic Motivation, Shopping Lifestyle, Browsing, and Impulse Buying on Shopee Consumers. The SEMPLS (Structural Equation Modeling - Partial Least Squares) method was used in this study. Data collection uses primary data, through the distribution of questionnaires assisted by the Google form platform. The number of respondents was 229, but after selection was made based on predetermined criteria, only 220 respondents met the requirements. The results of the study show that Hedonic Motivation and Browsing have no effect on Impulse Buying. But Shopping Lifestyle has an influence on Impulse Buying. Furthermore, Hedonic Motivation has no effect on Browsing. However, Shopping Lifestyle has an influence on Browsing. In addition, the results show that browsing cannot mediate the relationship between Hedonic Motivation and Shopping Lifestyle on Impulse Buying.

Keywords: Shopee, Hedonic Motivation, Shopping Lifestyle, Browsing, Impulse Buying