

ABSTRACT

The purpose of this study is analyze the impact of Promotion, Hedonic Shopping Motives and Shopping Lifestyle on Impulse Buying Lazada.co.id. This research took place in Jatisampurna, Bekasi. The sample consisted of 100 respondents from the general public who had shopped at Lazada.co.id. The sampling technique in this study is Purposive Sampling. Analysis of the data used is multiple linear regression analysis with SPSS 22 program. The results of this study show partially that, Promotion, Hedonic Shopping Motives and Shopping Lifestyle have a significant positive effect on Impulse Buying Lazada.co.id among the general public in Jatisampurna, Bekasi.

Keywords: Promotion, Hedonic Shopping Motives, Shopping Lifestyle and Impulse Buying.



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Promosi, *Hedonic Shopping Motives* dan *Shopping Lifestyle* terhadap *Impulse Buying* Lazada.co.id. Penelitian ini mengambil lokasi di daerah Jatisampurna, Bekasi. Sampel terdiri dari 100 responden masyarakat umum yang pernah berbelanja di Lazada.co.id. Teknik pengambilan sampel dalam penelitian ini yaitu *Purposive Sampling*. Analisis data yang digunakan adalah analisis regresi linear berganda dengan program SPSS 22. Hasil penelitian ini menunjukkan secara parsial bahwa, Promosi, *Hedonic Shopping Motives* dan *Shopping Lifestyle* berpengaruh positif signifikan terhadap *Impulse Buying* Lazada.co.id dikalangan masyarakat umum Jatisampurna, Bekasi.

Kata kunci: Promosi, *Hedonic Shopping Motives*, *Shopping Lifestyle* dan *Impulse Buying*.

