

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *lifestyle*, *event marketing* terhadap keputusan *impulse buying* konsumen Shopee dengan *perceived value* sebagai variabel mediasi. Populasi dalam penelitian ini adalah konsumen yang pernah bertransaksi menggunakan aplikasi Shopee sebanyak 2 kali atau lebih. Jumlah sampel yang digunakan dalam penelitian ini yaitu sebanyak 136 responden dengan pendekatan deskriptif kuantitatif. Metode analisis data menggunakan *Partial Least Square* (PLS). Penelitian ini membuktikan bahwa *lifestyle* berpengaruh positif dan signifikan terhadap *perceived value*. *Event marketing* berpengaruh positif dan signifikan terhadap *perceived value*. *Perceived value* berpengaruh positif dan signifikan terhadap *impulse buying*. *Lifestyle* tidak berpengaruh positif dan signifikan terhadap *impulse buying*. *Event marketing* berpengaruh positif dan signifikan terhadap *impulse buying*

Kata kunci: *lifestyle*, *event marketing*, *impulse buying*, *perceived value*



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ABSTRACT

This study aims to examine and analyze the influence of lifestyle, event marketing on the impulse buying decisions of Shopee consumers with perceived value as a mediating variable. The population in this study are consumers who have transacted using the Shopee application 2 or more times. The number of samples used in this study were 136 respondents with a quantitative descriptive approach. Data analysis method using Partial Least Square (PLS). This study proves that lifestyle has a positive and significant effect on perceived value. Event marketing has a positive and significant effect on perceived value. Perceived value has a positive and significant effect on impulse buying. Lifestyle has no positive and significant effect on impulse buying. Event marketing has a positive and significant effect on impulse buying.

Keywords: *lifestyle, event marketing, impulse buying, perceived value*



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