

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping motivation*, *shopping lifestyle* dan *price discount* terhadap *impulsive buying* pada Gen Z di *Social Commerce* TikTok Shop. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif serta metode penelitian yang dipakai adalah metode *purposive sampling*. Sampel yang diambil sebanyak 174 responden yang berbelanja di TikTok Shop. Data penelitian ini di dapatkan dari menyebar kuisioner kepada para responden. Penelitian ini menggunakan teknik pengolahan data menggunakan *Partial Least Square (PLS) 4.0*. Hasil penelitian ini menunjukkan bahwa *hedonic shopping motivation*, *shopping lifestyle*, dan *price discounts* berpengaruh positif dan signifikan terhadap *impulsive buying*.

Kata Kunci : *Hedonic Shopping Motivation, Shopping Lifestyle, Price Discount, Impulsive Buying, Social Commerce.*



ABSTRACT

This study aims to analyze the effect of hedonic shopping motivation, shopping lifestyle and price discounts on impulsive buying among Gen Z in Social Commerce TikTok Shop. The type of research used in this research is quantitative and the research method used is purposive sampling method. The samples taken were 174 respondents who shopped at the TikTok Shop. The research data was obtained from distributing questionnaires to the respondents. This study uses data processing techniques using Partial Least Square (PLS) 4.0. The results of this study indicate that hedonic shopping motivation, shopping lifestyle, and price discounts have a positive and significant effect on impulsive buying.

Keywords : Hedonic Shopping Motivation, Shopping Lifestyle, Price Discount, Impulsive Buying, Social Commerce.



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