

Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Hedonic Motivation dan Shopping Lifestyle Terhadap Impulse Buying. Penelitian ini menggunakan Pada penelitian ini, peneliti menggunakan kuesioner yang berisikan pernyataan terstruktur beserta jawabannya. Kuesioner disusun secara sistematis dan digunakan untuk memperoleh data yang akurat. Kuesioner tersebut akan disebarakan kepada konsumen Lazada. Hasil penelitian ini adalah Pengaruh shopping motivation terhadap impulse buying konsumen Lazada yang tertera diperoleh nilai thitung sebesar 0,283 dan nilai ttabel diketahui sebesar 0,129. Dengan membandingkan antara thitung dan ttabel maka ditemukan bahwa $t_{hitung} > t_{tabel} = 0,283 > 0,129$, karena nilai $t_{hitung} >$ dari t_{tabel} , maka dapat disimpulkan bahwa H_0a ditolak dan H_1 diterima, artinya variabel shopping motivation secara parsial (individu) berpengaruh terhadap impulse buying konsumen Lazada. Dan hasil yang diperoleh dari perbandingan nilai sig dengan taraf signifikansi: $sig < \alpha = 0,778 > 0,05$. Karena $sig > \alpha$, maka dapat disimpulkan variabel impulse buying berpengaruh namun tidak signifikan, dan Pengaruh Shopping Lifestyle terhadap Impulse Buying konsumen Lazada diperoleh nilai thitung sebesar 3,078 dan nilai ttabel diketahui sebesar 0,129. Dengan membandingkan antara thitung dan ttabel maka ditemukan bahwa $t_{hitung} > t_{tabel} =$ sebesar $3,078 > 0,129$, karena nilai $t_{hitung} >$ dari t_{tabel} , maka dapat disimpulkan bahwa H_0a ditolak dan H_1 diterima, artinya variabel shopping lifestyle secara parsial (individu) berpengaruh terhadap impulse buying konsumen Lazada. Dan hasil yang diperoleh dari perbandingan nilai sig dengan taraf signifikansi: $sig < \alpha = 0,003 < 0,05$. Karena $sig < \alpha$, maka dapat disimpulkan variabel shopping lifestyle signifikan.



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Abstract

This research aims to determine the influence of hedonic motivation and shopping lifestyle on impulse buying. In this research, researchers used a questionnaire containing structured statements and answers. Questionnaires are prepared systematically and used to obtain accurate data. The questionnaire will be distributed to Lazada consumers. The results of this research are the influence of shopping motivation on Lazada consumers' impulse buying which shows that the tcount value is 0.283 and the ttable value is known to be 0.129. By comparing tcount and ttable, it was found that $t_{count} > t_{table} = 0.283 > 1.129$, because the value of $t_{count} > t_{table}$, it can be concluded that H_0a is rejected and H_1 is accepted, meaning that the shopping motivation variable partially (individually) influences the impulse buying of Lazada consumers. And the results obtained from comparing the sig value with the significance level: $sig < \alpha = 0.778 > 0.05$. Because $sig > \alpha$, it can be concluded that the impulse buying variable has an influence but is not significant, and the influence of Shopping Lifestyle on Lazada consumers' impulse buying is obtained by a t-count value of 3.078 and the t-table value is known to be 0.129. By comparing tcount and ttable, it is found that $t_{count} > t_{table} = 3.078 > 0.129$, because the value of $t_{count} > t_{table}$, it can be concluded that H_0a is rejected and H_1 is accepted, meaning that the shopping lifestyle variable partially (individually) influences the impulse buying of Lazada consumers . And the results obtained from comparing the sig value with the significance level: $sig < \alpha = 0.003 < 0.05$. Because $sig < \alpha$, it can be concluded that the shopping lifestyle variable is significant.



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