

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Shopping Lifestyle* dan *Hedonic Shopping Motivation* terhadap *Impulse Buying* dimediasi melalui *FoMO* pada pengguna *E-commerce* Shopee. Subjek pada penelitian ini adalah konsumen yang pernah berbelanja minimal dua kali pada aplikasi Shopee. Sampel yang digunakan dalam penelitian ini sebanyak 102 responden. Teknik pengumpulan sampel dalam penelitian ini yaitu dengan *non-probability sampling* dengan metode yang digunakan yaitu *purposive sampling*. Dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan instrumen penyebaran kuesioner (angket) dengan sumber data primer. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS 4.0. Hasil pada penelitian ini menunjukkan bahwa (1) *Shopping Lifestyle* berpengaruh positif dan tidak signifikan terhadap *FoMO*, (2) *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *FoMO*, (3) *FoMO* berpengaruh positif dan tidak signifikan terhadap *Impulse Buying*, (4) *Shopping Lifestyle* berpengaruh positif dan tidak signifikan terhadap *Impulse Buying*, (5) *Hedonic Shopping Motivation* berpengaruh positif dan tidak signifikan terhadap *Impulse Buying*, (6) *Shopping Lifestyle* berpengaruh positif dan tidak signifikan terhadap *Impulse Buying* melalui mediasi *FoMO*, (7) *Hedonic Shopping Motivation* berpengaruh positif dan tidak signifikan terhadap *Impulse Buying* melalui mediasi *FoMO*.

Kata Kunci: *Shopping Lifestyle*, *Hedonic Shopping Motivation*, *FoMO*, *Impulse Buying*, Shopee

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ABSTRACT

This research aims to analyze the effect of Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying mediated through FoMO on Shopee E-commerce users. The subjects in this study were consumers who had shopped at least twice in the Shopee application. The sample used in this study were 102 respondents. The sample collection technique in this study was non-probability sampling with the method used, namely purposive sampling. By using a quantitative approach. The data collection technique in this study used a questionnaire distribution instrument (questionnaire) with primary data sources. The data analysis used is statistical analysis in the form of SEM-PLS 4.0. The results in this study indicate that (1) Shopping Lifestyle has a positive and insignificant effect on FoMO, (2) Hedonic Shopping Motivation has a positive and significant effect on FoMO, (3) FoMO has a positive and insignificant effect on Impulse Buying, (4) Shopping Lifestyle has a positive and insignificant effect on Impulse Buying, (5) Hedonic Shopping Motivation has a positive and insignificant effect on Impulse Buying, (6) Shopping Lifestyle has a positive and insignificant effect on Impulse Buying through FoMO mediation, (7) Hedonic Shopping Motivation has a positive and insignificant effect on Impulse Buying through FoMO mediation.

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



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