

ABSTRACT

Putri Nurul Fitria, 2024. *The Influence of Price Discount, Brand Awareness, Digital Marketing, Shopping Lifestyle and Hedonic Shopping Motivation toward Impulse Buying in Tiktok Online Store*. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Diyah Santi Hariyani, S.E., M.Si., Supervisor (II) Dr. Apriyanti, S.E., M.M., CPSMM.

The aim of this study was to analyze the influence of price discount, brand awareness, digital marketing, shopping lifestyle and hedonic shopping motivation towards impulse buying in Tiktok shop in Madiun City. This research was conducted because of the increasing development of digital technology and online shopping trends that influence consumer behavior in shopping in online shops. This study used a quantitative research type with a data collection method using a questionnaire and processed with the Statistical Package for the Social Sciences (SPSS) version 25.0. The sample in this study amounted to 384 consumer respondents who had purchased products at the Tiktok shop. The data analysis tool used in this study was the classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test and autocorrelation test. Furthermore, the hypothesis was tested using multiple linear regression analysis method, determination coefficient analysis (R²) and t-test. The results of this study indicate that price discount, brand awareness, and shopping lifestyle do not have a positive and insignificant effect towards impulse buying in Tiktok shop. While digital marketing and hedonic shopping motivation have a positive and significant effect towards impulse buying in Tiktok shop.

Keywords: *Price Discount, Brand Awareness, Digital Marketing, Shopping Lifestyle, Hedonic Shopping Motivation, Impulse Buying.*

ABSTRAK

Putri Nurul Fitria, 2024. Pengaruh *Price Discount*, *Brand Awareness*, *Digital Marketing*, *Shopping Lifestyle*, dan *Hedonic Shopping Motivation* Terhadap *Impulse Buying* di Toko Online Tiktok. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diah Santi Hariyani, S.E., M.Si., Pembimbing (II) Dr. Apriyanti, S.E., M.M., CPSMM.

Tujuan penelitian ini adalah untuk menganalisis pengaruh *price discount*, *brand awareness*, *digital marketing*, *shopping lifestyle* dan *hedonic shopping motivation* terhadap *impulse buying* di Tiktok *shop* di Kota Madiun. Penelitian ini dilakukan karena semakin berkembangnya teknologi *digital* dan tren belanja *online* yang mempengaruhi perilaku konsumen dalam berbelanja di *online shop*. Penelitian ini menggunakan jenis penelitian kuantitatif dengan metode pengumpulan data menggunakan kuesioner dan diolah dengan *Statistical Package for the Social Sciences* (SPSS) versi 25.0. Sampel dalam penelitian ini berjumlah 384 responden konsumen yang telah membeli produk di Tiktok *shop*. Alat analisis data yang digunakan dalam penelitian ini adalah pengujian asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, uji heterokedastisitas dan uji autokorelasi. Selanjutnya hipotesis diuji dengan menggunakan metode analisis regresi linier berganda, analisis koefisien determinasi (R^2) dan uji t. Hasil Penelitian ini menunjukkan bahwa *price discount*, *brand awareness*, dan *shopping lifestyle* tidak mempunyai pengaruh positif dan tidak signifikan terhadap *impulse buying* di Tiktok *shop*. Sedangkan *digital marketing* dan *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying* di Tiktok *shop*.

Kata Kunci : *Price Discount*, *Brand Awareness*, *Digital Marketing*, *Shopping Lifestyle*, *Hedonic Shopping Motivation*, *Impulse Buying*