

ABSTRAK

Firza Gumilang Firdaus. 2025. Pengaruh *Hedonic Shopping Motivation*, *Shopping Lifestyle*, Kemudahan Transaksi dan Diskon Terhadap *Impulse Buying* Pada Pengguna *e-commerce* Shopee di Kota Madiun. Skripsi. Program Studi Manajemen. Fakultas Ekonomi Bisnis, Universitas PGRI Madiun. Dosen Pembimbing (I) Dr. Karuniawati Hasanah.,S.E.,M.M. Pembimbing (II) Dr. Apriyanti., M.M.,CPSMM

Penelitian ini dibuat untuk mengetahui pengaruh *Hedonic Shopping Motivation*, *Shopping Lifestyle*, Kemudahan Transaksi dan Diskon Terhadap *Impulse Buying* Pada Pengguna *e-commerce* Shopee di Kota Madiun. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Sampel dalam penelitian ini sebanyak 385 responden. Teknik pengumpulan sampel penelitian ini menggunakan metode purposive sampling. Metode pengumpulan data menggunakan kuesioner melalui google form. Teknik pengolahan analisis data menggunakan regresi linier berganda. Pengolah data dalam penelitian ini menggunakan SPSS 26.

Hasil penelitian ini adalah *Hedonic Shopping Motivation* berpengaruh signifikan terhadap *Impulse Buying* pada pengguna *e-commerce* shopee di Kota Madiun. *Shopping Lifestyle* berpengaruh signifikan terhadap *Impulse Buying* pada pengguna *e-commerce* shopee di Kota Madiun. Kemudahan transaksi berpengaruh signifikan terhadap *Impulse Buying* pada pengguna *e-commerce* shopee di Kota Madiun. Diskon berpengaruh signifikan terhadap *Impulse Buying* pada pengguna *e-commerce* shopee di Kota Madiun.

Kata Kunci: *Hedonic Shopping Motivation*, *Shopping Lifestyle*, Kemudahan

Transaksi, Diskon, *Impulse buying*

ABSTRAK

Firza Gumilang Firdaus. 2025. The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, Transaction Convenience, and Discounts on Impulse Buying Among Shopee E-commerce Users in Madiun City. Thesis. Management Study Program. Faculty of Business Economics, PGRI Madiun University. Advisor (I) Dr. Karuniawati Hasanah., S.E., M.M. Advisor (II) Dr. Apriyanti., M.M., CPSM

This research was conducted to determine the effect of Hedonic Shopping Motivation, Shopping Lifestyle, Transaction Convenience, and Discounts on Impulse Buying Among Shopee E-commerce Users in Madiun City. The method used in this research is quantitative. The sample in this study consisted of 385 respondents. The sampling technique used in this research is purposive sampling method. Data collection method used questionnaires through Google Forms. The data analysis processing technique used multiple linear regression. Data processing in this study used SPSS 26.

The results of this study show that Hedonic Shopping Motivation has a significant effect on Impulse Buying among Shopee e-commerce users in Madiun City. Shopping Lifestyle has a significant effect on Impulse Buying among Shopee e-commerce users in Madiun City. Transaction convenience has a significant effect on Impulse Buying among Shopee e-commerce users in Madiun City. Discounts have a significant effect on Impulse Buying among Shopee e-commerce users in Madiun City.

Kata Kunci: *Hedonic Shopping Motivation, Shopping Lifestyle, Kemudahan*

Transaksi, Diskon, Impulse buying