ABSTRAK

Penelitian ini dilakukan pada Mahasiswa Universitas Muhammadiyah Jember Tahun 2020-2023. Tujuan penelitian ini adalah untuk mengetahui pengaruh *time limit marketing*, *positive emotion*, dan *hedonic shopping motivate* terhadap *impulse buying* produk *fashion* di Shopee. Penelitian ini menggunakan pendekatan kuantitatif, pengambilan sampel dilakukan melalui teknik probability sampling yaitu *proportionate stratified random sampling* dan menggunakan 100 responden sebagai sampel yang terdiri dari beberapa fakultas di Universitas Muhammadiyah Jember diantaranya; Fakultas Ekonomi, Fakultas Hukum, Fakultas Kesehatan, Fakultas Keguruan dan Ilmu Pendidikan, Fakultas Agama Islam, Fakultas pertanian, Fakultas Teknik, Fakultas Psikologi, Fakultas Ilmu Politik dan Sosial, dan Pascasarjana. Jenis data yang digunakan adalah data primer dan data sekunder, dimana data primer diperoleh melalui pengisian kuesioner dan data sekunder diperoleh dari buku, jurnal, artikel yang berkaitan dengan topik penelitian mengenai *time limit marketing*, *positive emotion*, *hedonic shopping motivate*, dan *impulse buying*. Teknik analisis data yang digunakan untuk menjawab hipotesis menggunakan uji t dan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: (1) *time limit marketing* berpengaruh positif dan signifikan terhadap *impulse buying* dengan tingkat signifikansi $0,029 < 0,05$; dan koefisien regresi linier berganda sebesar 0,205; (2) *positive emotion* berpengaruh positif dan signifikan terhadap *impulse buying* dengan tingkat signifikansi $0,000 < 0,05$; dan koefisien regresi linier berganda sebesar 0,623; (3) *hedonic shopping motivation* berpengaruh negatif dan signifikan terhadap *impulse buying* dengan tingkat signifikansi $0,039 < 0,05$; dan koefisien regresi linier berganda sebesar -0,090.

Kata kunci : *time limit marketing, positive emotion, hedonic shopping motivate, impulse buying*

ABSTRACT

This research was conducted on students at the Muhammadiyah University of Jember in 2020-2023. The aim of this research is to determine the influence of time limit marketing, positive emotion, and hedonic shopping motivation on impulse buying of fashion products on Shopee. This research uses a quantitative approach, sampling is carried out using a probability sampling technique, namely proportionate stratified random sampling and uses 100 respondents as a sample consisting of several faculties at the Muhammadiyah University of Jember including; Faculty of Economics, Faculty of Law, Faculty of Health, Faculty of Teacher Training and Education, Faculty of Islamic Religion, Faculty of Agriculture, Faculty of Engineering, Faculty of Psychology, Faculty of Political and Social Sciences, and Postgraduate. The types of data used are primary data and secondary data, where primary data is obtained through filling out questionnaires and secondary data is obtained from books, journals, articles related to research topics regarding time limit marketing, positive emotion, hedonic shopping motivation, and impulse buying. The data analysis technique used to answer the hypothesis uses the t test and multiple linear regression analysis. The results of this research show that: (1) time limit marketing has a positive and significant effect on impulse buying with a significance level of 0.029<0.05; and multiple linear regression coefficient of 0.205; (2) positive emotion has a positive and significant effect on impulse buying with a significance level of 0.000<0.05; and multiple linear regression coefficient of 0.623; (3) hedonic shopping motivation has a negative and significant effect on impulse buying with a significance level of 0.039<0.05; and the multiple linear regression coefficient is -0.090.

Keyword : time limit marketing, positive emotion, hedonic shopping motivate, impulse buying