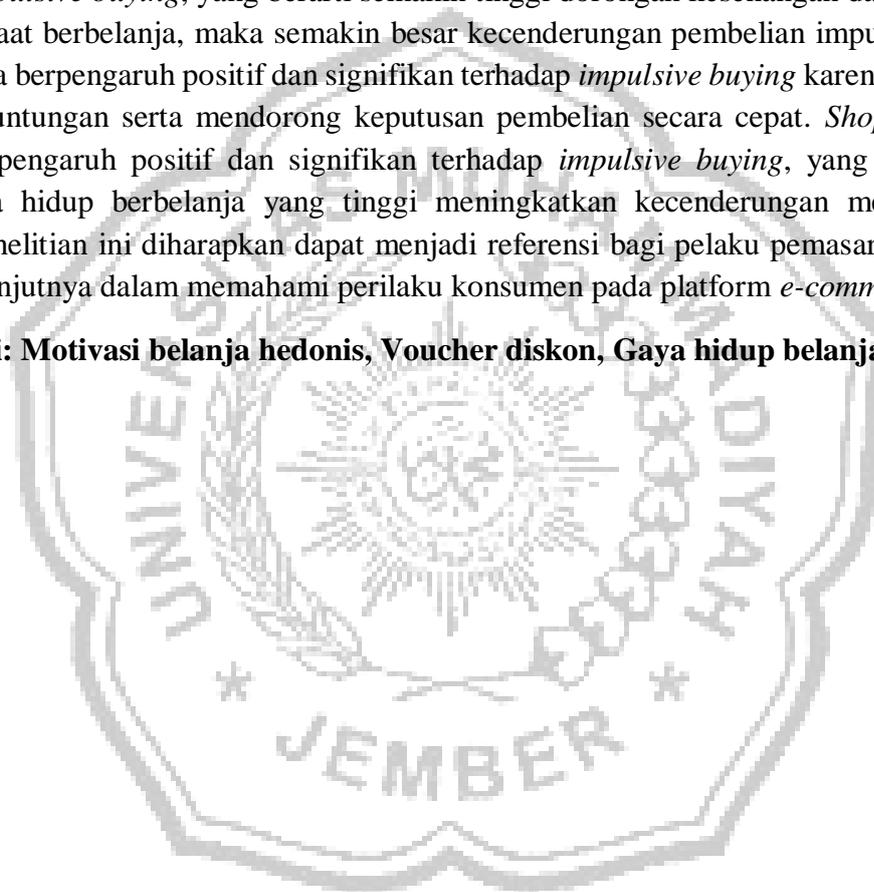


## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping motivation*, *discount voucher*, dan *shopping lifestyle* terhadap *impulsive buying* pada konsumen *e-commerce* TikTok Shop dengan studi kasus pada mahasiswa Universitas Muhammadiyah Jember. Perkembangan belanja online yang pesat mendorong munculnya perilaku pembelian impulsif, khususnya pada mahasiswa yang aktif menggunakan platform digital dan sering terpapar promosi serta konten belanja interaktif. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah responden sebanyak 100 mahasiswa yang pernah melakukan pembelian di TikTok Shop. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulsive buying*, yang berarti semakin tinggi dorongan kesenangan dan pengalaman emosional saat berbelanja, maka semakin besar kecenderungan pembelian impulsif. *Discount voucher* juga berpengaruh positif dan signifikan terhadap *impulsive buying* karena memberikan persepsi keuntungan serta mendorong keputusan pembelian secara cepat. *Shopping lifestyle* terbukti berpengaruh positif dan signifikan terhadap *impulsive buying*, yang menunjukkan bahwa gaya hidup berbelanja yang tinggi meningkatkan kecenderungan membeli secara spontan. Penelitian ini diharapkan dapat menjadi referensi bagi pelaku pemasaran digital dan peneliti selanjutnya dalam memahami perilaku konsumen pada platform *e-commerce*.

**Kata Kunci:** Motivasi belanja hedonis, Voucher diskon, Gaya hidup belanja



## **ABSTRACT**

*This study aims to analyze the influence of hedonic shopping motivation, discount vouchers, and shopping lifestyle on impulsive buying among TikTok Shop e-commerce consumers, using a case study of students from the University of Muhammadiyah Jember. The rapid development of online shopping has encouraged impulsive buying behavior, especially among students who actively use digital platforms and are frequently exposed to promotions and interactive shopping content. This study used a quantitative approach with 100 students who had made purchases on TikTok Shop as respondents. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that hedonic shopping motivation had a positive and significant effect on impulsive buying, meaning that the higher the pleasure and emotional experience while shopping, the greater the tendency to make impulsive purchases. Discount vouchers also had a positive and significant effect on impulsive buying because they provided a perception of benefits and encouraged quick purchasing decisions. Shopping lifestyle was proven to have a positive and significant effect on impulsive buying, indicating that a high shopping lifestyle increases the tendency to make spontaneous purchases. This study is expected to be a reference for digital marketers and future researchers in understanding consumer behavior on e-commerce platforms.*

**Keyword:** *Hedonic shopping motivation, Discount Voucher, Shopping lifestyle*

