

ABSTRAK

Perkembangan *e-commerce* yang semakin pesat mendorong perubahan perilaku konsumen dalam berbelanja *online*, khususnya perilaku *impulsive buying* atau pembelian *impulsif*. Kemudahan fitur pada Shopee seperti *live streaming*, dorongan berbelanja untuk kesenangan (*hedonic shopping motivation*), serta adanya *online customer review* diduga menjadi faktor yang memengaruhi perilaku pembelian *impulsif* pada mahasiswa. Namun, hasil penelitian terdahulu mengenai pengaruh ketiga variabel tersebut masih menunjukkan hasil yang tidak konsisten. Oleh karena itu, penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh *live streaming*, *hedonic shopping motivation*, dan *online customer review* terhadap *impulsive buying* pada mahasiswa Universitas Muhammadiyah Jember angkatan 2022 pengguna *e-commerce* Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Populasi dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Jember angkatan 2022 yang menggunakan *e-commerce* Shopee. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 180 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji instrumen penelitian, uji asumsi klasik, analisis regresi linear berganda, uji t (parsial), serta uji koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa variabel *live streaming* tidak berpengaruh signifikan terhadap *impulsive buying*. Variabel *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulsive buying*. Sementara itu, variabel *online customer review* berpengaruh negatif terhadap *impulsive buying*. Hasil koefisien determinasi menunjukkan bahwa variabel *live streaming*, *hedonic shopping motivation*, dan *online customer review* mampu menjelaskan variasi perilaku *impulsive buying* secara cukup baik, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: *Live Streaming, Hedonic Shopping Motivation, Online Customer Review, Impulsive Buying, Shopee.*

ABSTRACT

The rapid development of e-commerce encourages changes in consumer behavior in online shopping, especially impulsive buying behavior . The ease of features on Shopee such as live streaming, hedonic shopping motivation, and online customer reviews are suspected to be factors that affect impulse buying behavior in students. However, the results of previous studies on the influence of these three variables still show inconsistent results. Therefore, this study was conducted to find out and analyze the influence of live streaming, hedonic shopping motivation, and online customer reviews on impulsive buying in 2022 University of Muhammadiyah Jember students who use Shopee e-commerce. This study uses a quantitative approach with a type of causal associative research. The population in this study is students of the University of Muhammadiyah Jember class of 2022 who use Shopee. The sampling technique used purposive sampling with a sample of 180 respondents. Data were collected through questionnaire distribution and analyzed using research instrument tests, classical assumption tests, multiple linear regression analysis, t-tests (partial), and determination coefficient (R^2) tests. The results of the study showed that the live streaming variable did not have a significant effect on impulsive buying. The hedonic shopping motivation variable has a positive and significant effect on impulsive buying. Meanwhile, the online customer review variable has a negative effect on impulsive buying. The results of the determination coefficient showed that the variables of live streaming, hedonic shopping motivation, and online customer reviews were able to explain the variation in impulsive buying behavior quite well, while the rest were influenced by other variables outside the study.

Keywords: Live Streaming, Hedonic Shopping Motivation, Online Customer Review, Impulsive Buying, Shopee.