

ABSTRAK

Nurul Putri Nurdianzah, Pengaruh *Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement* Terhadap *Impulse Buying* Produk *Fashion* Pada *E-Commerce* Shopee. Dibimbing oleh ibu Yustina Chrismardani, S.Si., M.M

Tujuan Penelitian ini untuk mengetahui Pengaruh *Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement* Terhadap *Impulse Buying* Produk *Fashion* Pada *E-Commerce* Shopee. Dalam penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu. Data yang digunakan adalah data primer dan sekunder. Perolehan data ini dengan menyediakan kuesioner yang menggunakan skala Likert dengan sampel sebanyak 97 Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura sebagai responden.

Hasil penelitian ini menunjukkan Uji Parsial bahwa *Sales Promotion* tidak berpengaruh terhadap *Impulse Buying* produk *fashion E-Commerce*. Namun, Variabel *Hedonic Shopping Motivation* dan *Fashion Involvement* berpengaruh signifikan terhadap *Impulse Buying* produk *fashion* pada *E-Commerce* Shopee.

Berdasarkan Hasil Uji F hasil penelitian dapat diketahui nilai variabel *Sales Promotion, Hedonic Shopping Motivation* dan *Fashion Involvement* secara bersamaan berpengaruh signifikan terhadap *Impulse Buying* produk *fashion* pada *E-Commerce* Shopee, dimana nilai signifikan lebih kecil dari 0,05 menunjukkan bahwa hubungan antara Pengaruh *Sales Promotion, Hedonic Shopping Motivation* dan *Fashion Involvement* terhadap *Impulse Buying* produk *fashion* Pada *E-Commerce* Shopee memiliki pengaruh yang signifikan.

Kata Kunci : *Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement, Impulse Buying.*

ABSTRACT

Nurul Putri Nurdianzah, The Effect of Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement on Impulse Buying Fashion Products on E-Commerce Shopee. Supervised by Mrs. Yustina Chrismardani, S.Sc., M.M

The purpose of this study was to determine the influence of Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement on Impulse Buying Fashion Products on E-Commerce Shopee. In this study using a quantitative method with purposive sampling technique, namely the technique of determining the sample by considering certain criteria. The data used are primary and secondary data. This data was obtained by providing a questionnaire using a Likert scale with a sample of 97 students from the Faculty of Economics and Business, Trunojoyo Madura University, as respondents.

The results of this study indicate the Partial Test that Sales Promotion has no effect on Impulse Buying E-Commerce fashion products. However, the Hedonic Shopping Motivation and Fashion Involvement variables have a significant effect on Impulse Buying fashion products on E-Commerce Shopee.

Based on the results of the F test, the results of the study can be seen that the variable values of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement simultaneously have a significant effect on Impulse Buying fashion products on E-Commerce Shopee, where a significant value is less than 0.05 indicating that the relationship between the Effect of Sales Promotion , Hedonic Shopping Motivation and Fashion Involvement on Impulse Buying fashion products at E-Commerce Shopee has a significant influence.

Keywords: *Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement, Impulse Buying.*