

ABSTRAK

PENGARUH *CUSTOMER REVIEW*, POTONGAN HARGA, KUALITAS PELAYANAN DAN *SHOPPING LIFESTYLE* TERHADAP *IMPULSE BUYING* DENGAN MOTIVASI BELANJA HEDONIS SEBAGAI VARIABEL MODERASI PADA *E-COMMERCE* SHOPEE PADA MAHASISWA DI KOTA MEDAN

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Teknik analisis data dalam penelitian ini menggunakan Partial Least Square (PLS). PLS merupakan model persamaan Structural Equation Modeling (SEM) dengan pendekatan berdasarkan variance atau componentbased structural equation modeling. Berdasarkan rumus dan perhitungan rumus Slovin diatas maka penulis mengambil sampel sebanyak 150 sampel yang merupakan mahasiswa pengguna shopee yang ada di Kota Medan. Data Penelitian menunjukkan bahwa: hubungan antar konstruk menunjukkan bahwa konstruk customer review berpengaruh positif terhadap impulse buying, dan signifikan pada 5% ($T \text{ hitung } 3,886 < 1.96$). Sedangkan, untuk konstruk potongan harga menunjukkan hasil bahwa potongan harga berpengaruh positif terhadap impulse buying dan signifikan pada 5% ($T \text{ hitung } 2.259 > 1.96$). Untuk konstruk kualitas pelayanan berpengaruh positif terhadap impulse buying, dan signifikan pada 5% ($T \text{ hitung } 3.214 < 1.96$). untuk konstruk Moderating X1 berpengaruh positif terhadap impulse buying, akan tetapi tidak signifikan pada 5% ($T \text{ hitung } 0.567 < 1.96$). Untuk konstruk Moderating X2 berpengaruh positif terhadap impulse buying, akan tetapi tidak signifikan pada 5% ($T \text{ hitung } 0.355 < 1.96$). Untuk konstruk Moderating X3 berpengaruh positif terhadap impulse buying, dan signifikan pada 5% ($T \text{ hitung } 5.506 < 1.96$). Untuk konstruk Moderating X4 berpengaruh positif terhadap 5.506, akan tetapi tidak signifikan pada 5% ($T \text{ hitung } 0.003 < 1.96$). Untuk konstruk shopping lifestyle berpengaruh positif terhadap 5.506, dan signifikan pada 5% ($T \text{ hitung } 8.062 < 1.96$). Jadi, dapat disimpulkan bahwa hasil dari penelitian ini menunjukkan bahwa terjadinya hubungan moderasi antara moderasi 3.

Kata Kunci : Customer Review, Potongan Harga, Kualitas Pelayanan dan Shopping Lifestyle, Impulse Buying, Motivasi Belanja Hedonis,

ABSTRACT

THE EFFECT OF CUSTOMER REVIEW, PRICE DISCOUNT, SERVICE QUALITY AND SHOPPING LIFESTYLE ON IMPULSE BUYING WITH HEDONIC SHOPPING MOTIVATION AS A MODERATING VARIABLE ON E-COMMERCE SHOPEE ON STUDENTS IN MEDAN CITY

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The data analysis technique in this study uses Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model with an approach based on variance or component-based structural equation modeling. Based on the formula and calculation of the Slovin formula above, the author took a sample of 150 samples which were student users of Shopee in Medan City. Research data shows that: the relationship between constructs shows that the customer review construct has a positive effect on impulse buying, and is significant at 5% (T count 3.886 <1.96). Meanwhile, for the discount construct, the results show that discounts have a positive effect on impulse buying and are significant at 5% (T count 2.259 > 1.96). For the service quality construct, it has a positive effect on impulse buying, and is significant at 5% (T count 3.214 <1.96). for the Moderating X1 construct, it has a positive effect on impulse buying, but is not significant at 5% (T count 0.567 <1.96). For the Moderating X2 construct, it has a positive effect on impulse buying, but is not significant at 5% (T count 0.355 <1.96). For the Moderating construct X3 has a positive effect on impulse buying, and is significant at 5% (T count 5.506 <1.96). For the Moderating construct X4 has a positive effect on 5.506, but is not significant at 5% (T count 0.003 <1.96). For the shopping lifestyle construct, it has a positive effect on 5.506, and is significant at 5% (T count 8.062 <1.96). So, it can be concluded that the results of this study indicate that there is a moderation relationship between moderation 3.

Keywords: Customer Review, Price Potomgam, Service Quality and Shopping Lifestyle, Impluse Buying, Hedonic Shopping Motivation,