

ABSTRACT

Pengaruh Gaya Hidup Belanja dan Motivasi Belanja Hedonis terhadap Keputusan Pembelian Impulsif dimoderasi Potongan Harga pada Konsumen Marketplace Lazada Fanyasstore_Id Di Kabupaten Bantul

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This research is to analyze shopping lifestyle and hedonic shopping motivation towards impulsive purchasing decisions moderated by price discounts among Lazada Fanyasstore_id Marketplace consumers. Quantitative research using purposive sampling technique. The sample used in this research was 116 respondents. The analysis technique in this research uses Partial Least Square (PLS) analysis to test the hypothesis. The results of this research are that shopping lifestyle and hedonic shopping motivation have a positive and significant effect on impulsive purchasing decisions. Price discounts are not able to moderate the relationship between shopping lifestyle and hedonic shopping motivation and impulsive purchasing decisions.

Keywords: *shopping lifestyle, hedonic shopping motivation, impulse buying decisions, price discount*