

ABSTRAK

Impulse Buying Muslim Generasi Z : Ditinjau Dari Hedonic Shopping Motivation, Shopping Lifestyle dan Hedonic Shopping Value

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Penelitian ini bertujuan untuk menguji secara empiris bagaimana pengaruh dari *Hedonic Shopping Motivation*, *Shopping Lifestyle* dan *Hedonic Shopping Value* pada *Impulse buying* Muslim Generasi Z di Kabupaten Kudus.

Metode studi yang digunakan adalah studi kuantitatif. Dengan menggunakan data primer yang diperoleh dari penyebaran kuesioner. Populasi yang digunakan dalam penelitian ini adalah masyarakat Muslim Generasi Z di Kabupaten Kudus. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 100 sampel dengan menggunakan teknik purposive sampling. Penyebaran dan pengambilan data diperoleh melalui sebaran kuesioner googleform. Pengolahan data menggunakan metode analisis statistik dengan menggunakan bantuan program SPSS.

Hasil penelitian ini menunjukkan bahwa variabel *Hedonic Shopping Motivation* tidak berpengaruh signifikan pada *impulse buying* Muslim Generasi Z di Kabupaten Kudus, variabel *Shopping Lifestyle* juga tidak berpengaruh signifikan pada *impulse buying* Muslim Generasi Z di Kabupaten Kudus, sedangkan variabel *Hedonic Shopping Value* berpengaruh signifikan pada *impulse buying* Muslim Generasi Z di Kabupaten Kudus.

Kata kunci : *Impulse Buying, Hedonic Shopping Motivation, Shopping Lifestyle, Hedonic Shopping Value*

ABSTRACT

Impulse Buying Muslim Generation Z: From Hedonic Shopping Motivation, Shopping Lifestyle and Hedonic Shopping Value

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This study aims to empirically test how the influence of Hedonic Shopping Motivation, Shopping Lifestyle and Hedonic Shopping Value on Impulse buying Generation Z Muslims in Kudus Regency.

The study method used is a quantitative study. By using primary data obtained from distributing questionnaires. The population used in this study is the Generation Z Muslim community in Kudus Regency. The number of samples used in this study amounted to 100 samples using purposive sampling technique. Dissemination and retrieval of data obtained through the distribution of a google form questionnaire. Processing of data using statistical analysis methods using the SPSS program.

The results of this study indicate that the Hedonic Shopping Motivation variable does not have a significant effect on impulse buying Muslim Generation Z in Kudus Regency, the Shopping Lifestyle variable also does not have a significant effect on impulse buying Muslim Generation Z in Kudus Regency, while the Hedonic Shopping Value variable has a significant effect on Muslim impulse buying. Generation Z in Kudus Regency.

Keywords: Impulse Buying, Hedonic Shopping Motivation, Shopping Lifestyle, Hedonic Shopping Value