

## INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Motif Hedonis dan Gaya Belanja Terhadap Emosi Positif, Emosi Positif terhadap Pembelian Impulsif, Motif Hedonis dan Gaya Belanja terhadap Pembelian Impulsif serta hubungan tidak langsung antara Motif Hedonis dan Gaya Belanja terhadap Pembelian Impulsif yang dimediasi oleh Emosi Positif. Subjek penelitian ini adalah Survey Online Konsumen Aplikasi Shopee Daerah Istimewa Yogyakarta yang telah melakukan pembelian lebih dari tiga kali. Sampel dalam penelitian ini berjumlah 150 responden yang ditentukan dengan *purposive sampling*. Alat analisis yang digunakan *Structural Equation Modeling* ( SEM )

Berdasarkan analisis diperoleh hasil bahwa Motif Hedonis dan Gaya Belanja berpengaruh positif dan signifikan terhadap Emosi Positif, Emosi Positif berpengaruh positif dan signifikan terhadap Pembelian Impulsif, Motif Hedonis dan Gaya Belanja berpengaruh positif dan signifikan terhadap Pembelian Impulsif, Serta hubungan tidak langsung antara Motif Hedonis dan Gaya Belanja berpengaruh positif dan signifikan terhadap Pembelian Impulsif yang di mediasi Emosi Positif.

**Kata Kunci : Hedonic Motives, Shopping Lifestyle, Positive Emotion, Impulse Buying**

## **ABSTRACT**

*This study aims to analyze the Effect of Hedonic Motives and Shopping Style on Positive Emotions, Positive Emotions on Impulsive Purchases, Hedonic Motives and Shopping Style on Impulsive Purchases and the indirect relationship between Hedonic Motives and Shopping Style on Impulsive Purchases mediated by Positive Emotions. The subject of this research is the Online Survey of Shopee Application Special Region of Yogyakarta that has made purchases more than three times. The sample in this study amounted to 150 respondents who were determined by purposive sampling. Analysis tool used Structural Equation Modeling (SEM)*

*Based on the analysis, the results obtained that the Hedonic Motive and Shopping Style have a positive and significant effect on Positive Emotions, Positive Emotions have a positive and significant effect on Impulsive Purchases, Hedonic Motives and Shopping Style have a positive and significant effect on Impulsive Purchases, And the indirect relationship between Hedonic Motive and Style Shopping has a positive and significant effect on Impulsive Purchases mediated by Positive Emotions.*

***Keywords: Hedonic Motives, Shoping Lifestyle, Positive Emotion, Impluse Buying***