

ABSTRAK

Sherly Rammdhona, 2024 : Pengaruh *Live Streaming* dan Motivasi Belanja Hedonis Terhadap *Impulse Buying* Melalui Emosi Positif Sebagai Variabel *Intervening* Pada Pengguna TikTok Shop (Studi Pada Mahasiswa Generasi Z di Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji). Dosen Pembimbing Hj. Iranita, S.E., M.Si dan Bunga Paramita, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming* dan motivasi belanja hedonis terhadap *impulse buying* melalui emosi positif sebagai variabel *intervening* pada pengguna TikTok Shop. Populasi didalam penelitian adalah 1.647 orang Mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji. Pengambilan sampel dengan teknik *simple random sampling*, maka jumlah sampel sebanyak 322 responden. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan test validitas dan realibilitas. Metode analisis yang digunakan adalah uji deskriptif, uji kualitas data, uji asumsi klasik, analisis jalur (*path analysis*) dan uji hipotesis. Hasil penelitian menunjukkan bahwa emosi positif tidak mampu memediasi antara *live streaming*, dan motivasi belanja hedonis terhadap *impulse buying* dikarenakan pengaruh langsung *live streaming* terhadap emosi positif lebih besar. *Live streaming* secara parsial berpengaruh signifikan terhadap emosi positif, motivasi belanja hedonis secara parsial berpengaruh signifikan terhadap emosi positif. *Live streaming* secara parsial berpengaruh signifikan terhadap *impulse buying*, motivasi belanja hedonis secara parsial berpengaruh signifikan terhadap *impulse buying* dan emosi positif secara parsial berpengaruh terhadap *impulse buying*. Berdasarkan hasil penelitian, TikTok Shop diharapkan tetap mempertahankan dan terus berupaya meningkatkan *impulse buying* dengan memperhatikan faktor-faktor apa saja yang dapat menunjang *impulse buying* selain melalui *live streaming* dan motivasi belanja hedonis.

Kata Kunci: *Live Streaming*, Motivasi Belanja Hedonis, Emosi Positif, dan *Impulse Buying*

ABSTRACT

Sherly Rammdhona, 2024 : *The Effect of Live Streaming and Hedonistic Shopping Motivation on Impulse Buying Through Positive Emotions as an Intervening Variable in TikTok Shop Users (Study on Generation Z Students at the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University). Supervisor Hj. Iranita, S.E., M.Si and Bunga Paramita, S.E., M.Si.*

This study aims to determine the influence of live streaming and hedonic shopping motivation on impulse buying through positive emotions as an intervening variable in TikTok Shop users. The population in the study was 1,647 students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University. Sampling with simple random sampling technique, the number of samples was 322 respondents. This type of research is quantitative research. In the questionnaire, validity and realism tests were carried out. The analysis methods used are descriptive test, data quality test, classical assumption test, path analysis and hypothesis test. The results showed that positive emotions were not able to mediate between live streaming, and hedonic shopping motivation to impulse buying because the direct influence of live streaming on positive emotions was greater. Live streaming partially has a significant effect on positive emotions, hedonic shopping motivation partially has a significant effect on positive emotions. Live streaming partially has a significant effect on impulse buying, hedonic shopping motivation partially has a significant effect on impulse buying and positive emotions partially affect impulse buying. Based on the results of the research, TikTok Shop is expected to maintain and continue to strive to increase impulse buying by paying attention to what factors can support impulse buying other than through live streaming and hedonic shopping motivation.

Keyword: *Live Streaming, Hedonic Shopping Motivation, Positive Emotions, and Impulse Buying*