

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi pengaruh motivasi hedonis, *browsing* dan gaya belanja terhadap pembelian impulsif produk *fashion* pada *online shop*. Informasi yang didapat dari hasil penelitian ini dapat digunakan sebagai bahan acuan untuk pelaku bisnis *online shop* khususnya produk *fashion* dalam menentukan apa saja hal-hal yang mempengaruhi pembelian impulsif di kalangan konsumen. Adapun obyek penelitian dilakukan di Universitas Muhammadiyah Yogyakarta dengan kriteria responden dengan pembelian 6 bulan terakhir. Teknik pengambilan data menggunakan *purposive sampling*, metode pengumpulan data menggunakan metode survey dengan penyebaran kuisioner sebanyak 100 responden. Data dianalisis menggunakan *Statistical Product and Service Solutions* (SPSS) versi 21.0 dengan uji meliputi: Uji Validitas dan Uji Reliabilitas.

Hasil penelitian menunjukkan bahwa motivasi hedonis berpengaruh positif dan signifikan terhadap pembelian impulsif, *browsing* berpengaruh positif dan signifikan terhadap pembelian impulsif dan gaya belanja berpengaruh positif dan signifikan terhadap pembelian impulsif.

Kata Kunci : Motivasi Hedonis, *Browsing*, Gaya Belanja, Pembelian Impulsif

ABSTRACT

This research aims to identify The Influence Of Hedonic Motives Browsing Shopping lifestyle Against The Impulse Buying On Online Shop. Information which obtained from the results of this study are able to used as a reference for the businesses Online Shop particular fashion item in determining what are the things that affect the impulsive buying among consumers. Objects of the research conducted at the University of Muhammadiyah Yogyakarta last 6 months of purchase criteria. The technique of data collection used purposive sampling, while the method to collect data used survey method with questionnaires as much as 100 respondent. The data were analyzed by using Statistical Product and Service Solutions (SPSS) version 21.0 with test includes: Validity and Reliability test.

This research result showed that hedonic motives positively and significantly effect on the impulse buying, browsing positively and significantly effect on the impulse buying and shopping style positively and significantly effect on impulse buying.

*Key words: **Hedonic Motives, Browsing, Shopping Lifestyle, Impulse Buying***