

ABSTRACT

The development of technology and informatics in this globalization era has a positive impact in all fields. The internet is a major factor in the daily lives of people who can be interconnected around the world so that the exchange of information from the delivery process to receiving information can occur globally. Internet use in Indonesia is growing very rapidly and this is a good potential for the advancement of Indonesia's digital economy. The growth of internet users also has an impact on increasing e-commerce businesses and other online businesses. One of the companies engaged in e-commerce is the Ensemble The Label. Consumers tend to make purchases because they are based on hedonic shopping motivation and consumer lifestyles that reflect differences in social status. Hedonic shopping motivation is one of the shopping motivation that supports impulse buying. This study aims to see hedonic shopping motivation and shopping lifestyle that influence impulse buying in online purchases at Ensemble The Label.

The research method used is quantitative method with descriptive and causal research types. The population in this study are consumers who have bought products in Ensemble The Label with a sample size of 100 and the sampling technique used is non-probability sampling method with accidental sampling technique. Data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Hedonic Shopping Motivation has a percentage value of 87.4%, it shows that hedonic shopping motivation belongs to the very good category. Shopping Lifestyle has a percentage value of 84.6%, it shows that shopping lifestyle is in good category and Impulse buying has a percentage value of 82.3%, it shows that impulse buying in Ensemble The Label is in good category.

The results of this study are hedonic shopping motivation and shopping lifestyle which have a positive and significant effect on impulse buying at Ensemble The Label simultaneously. Variables of hedonic shopping motivation and shopping lifestyle have a positive and significant effect on impulse buying on Ensemble The Label partially at 82.2% and the remaining 17.8% are other variables.

Keywords : Hedonic Shopping Motivation, Impulse Buying, Shopping Lifestyle, Ensemble The Label