

ABSTRACT

Supported by sophisticated technology, consumers can obtain various kinds of goods and services through e-commerce. The rapid development in the e-commerce sector requires its players to compete for customers. One of them is by utilizing impulse buying which is a spontaneous shopping activity without thinking more deeply. This study aims to examine the effect of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying with Positive Emotion as an intervening variable.

The population in this study are respondents aged at least 17 years who live in Semarang and have purchased fashion products at Shopee within the last one year. From the distributed questionnaires, getting a sample of 160 respondents. The data obtained were processed using SEM Structural Equation Model (SEM) analysis which was then analyzed using the AMOS program.

The results of this study indicate that the Hedonic Shopping Value, Shopping Lifestyle owned by Shopee consumers have a positive effect on Positive Emotions and Impulsive Purchases. Furthermore, Positive Emotions have a positive effect on Impulse Buying.

Keywords: Hedonic Shopping Value, Shopping Lifestyle, Positive Emotion, Impulse Buying