

Abstrak

Impulsive buying menjadi salah satu fenomena perilaku konsumtif yang semakin meningkat seiring dengan berkembangnya penggunaan *e-commerce*, khususnya pada kalangan mahasiswa. Kemudahan akses, promosi yang menarik, serta pengaruh lingkungan sosial mendorong individu melakukan pembelian secara spontan tanpa pertimbangan yang matang. Penelitian ini bertujuan untuk mengetahui pengaruh *conformity* dan *hedonic shopping motivation* terhadap *impulsive buying* pada pengguna *e-commerce* di Pondok Pesantren Al-Hidayah. Penelitian ini menggunakan pendekatan kuantitatif dengan desain kausalitas. Responden penelitian berjumlah 80 mahasiswa putri di Pondok Pesantren Al-Hidayah. Teknik pengumpulan data menggunakan instrumen yang digunakan berupa kuesioner skala *likert* dengan menggunakan teknik *non probability sampling* metode sampling jenuh. Instrumen yang digunakan berupa *The Conformity Scale*, *Hedonic Shopping Motivation Scale (HSM Scale)*, dan *Buying Impulsiveness Scale (BIS)*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan *software IBM SPSS (Statistical Package for Social Science)*. Hasil penelitian menunjukkan bahwa secara simultan *conformity* dan *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulsive buying* sebesar 61,9%. Secara parsial, kedua variabel independen juga menunjukkan pengaruh positif dan signifikan terhadap *impulsive buying*. Hasil penelitian ini diharapkan dapat memberikan pemahaman mengenai faktor sosial dan emosional yang memengaruhi perilaku *impulsive buying* pada mahasiswa pengguna *e-commerce*.

Kata Kunci: *conformity, hedonic shopping motivation, impulsive buying, e-commerce.*

Abstrak

Impulsive buying has become one of the consumptive behavior phenomena that is increasingly rising along with the development of e-commerce use, especially among pesantren students. Ease of access, attractive promotions, and social environmental influence encourage individuals to make spontaneous purchases without careful consideration. This study aims to determine the effect of conformity and hedonic shopping motivation on impulsive buying among e-commerce users at Pondok Pesantren Al-Hidayah. This study uses a quantitative approach with a causality design. The research respondents consisted of 80 female pesantren students at Pondok Pesantren Al-Hidayah. The data collection technique used an instrument in the form of a Likert scale questionnaire using a non-probability sampling technique with the saturated sampling method. The instruments used were the Conformity Scale, Hedonic Shopping Motivation Scale (HSM Scale), and Buying Impulsiveness Scale (BIS). Data analysis was conducted using multiple linear regression with the help of IBM SPSS (Statistical Package for Social Science) software. The results of the study showed that simultaneously, conformity and hedonic shopping motivation had a positive and significant effect on impulsive buying of 61.9%. Partially, both independent variables also showed a positive and significant effect on impulsive buying. This research is expected to provide an understanding of the social and emotional factors that influence impulsive buying behavior among students who use e-commerce.

Keywords: conformity, hedonic shopping motivation, impulsive buying, e-commerce.