

**THE EFFECT OF HEDONIC SHOPPING VALUE AND SHOPPING LIFESTYLE ON
IMPULSE BUYING ON SHOPEE USERS IN RANCAEKEK DISTRICT**

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ABSTRACT

This study aims to determine the effect of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying among Shopee users in Rancaekek District. The object studied in this study is the community in Rancaekek District. The method used in this research is descriptive and verification method with a quantitative approach, and the data collection technique used is distributing questionnaires to 100 respondents who use the Shopee application. The design for testing the hypothesis used includes multiple linear regression analysis, the coefficient of determination and hypothesis testing. The results of this study show that people in the Rancaekek sub-district have hedonic shopping behaviors and lifestyles. Partially, Hedonic Shopping Value has no significant effect on Impulse Buying and Shopping Lifestyle has a significant effect on Impulse Buying. Simultaneously, Hedonic Shopping Value and Shopping Lifestyle have a significant effect. This states that even though the people in Rancaekek District have a hedonic shopping lifestyle, they do not make impulse purchases.

Keywords : Hedonic Shopping Value, Shopping Lifestyle, Impulse Buying.