

## ABSTRAK

Nama : Muhammad Fajar Sidik  
Program Studi : Manajemen  
Judul : Pengaruh *social shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe

Penelitian ini bertujuan untuk menginvestigasi pengaruh *social shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe, pengaruh *value shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe, pengaruh *adventure shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe, pengaruh *idea shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe dan pengaruh *relaxation shopping* terhadap *impulse buying* pada pelanggan Tokopedia oleh masyarakat di Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Populasi dalam penelitian ini adalah 97 pelanggan Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa secara parsial *social shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying* Pada Pelanggan Tokopedia di Kota Lhokseumawe, *value shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying* Pada Pelanggan Tokopedia di Kota Lhokseumawe, *adventure shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying* Pada Pelanggan Tokopedia di Kota Lhokseumawe, *idea shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying* Pada Pelanggan Tokopedia di Kota Lhokseumawe dan *relaxation shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying* Pada Pelanggan Tokopedia di Kota Lhokseumawe.

**Keyword:** *social shopping, value shopping, adventure shopping, idea shopping, relaxation shopping, impulse buying.*

## **ABSTRACT**

*Name : Muhammad Fajar Sidik*  
*Study Program: Management*  
*Title : Influence of social shopping on impulse buying among Tokopedia customers by people in Lhokseumawe City*

*This research aims to investigate the influence of social shopping on impulse buying among Tokopedia customers by people in Lhokseumawe City, the influence of value shopping on impulse buying among Tokopedia customers by people in Lhokseumawe City, the influence of adventure shopping on impulse buying among Tokopedia customers by people in Lhokseumawe City, the influence of shopping ideas on impulse buying among Tokopedia customers by people in Lhokseumawe City and the influence of relaxation shopping on impulse buying among Tokopedia customers by people in Lhokseumawe City. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The population in this study was 97 Tokopedia customers. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that partially social shopping has a positive and significant effect on Impulse Buying for Tokopedia Customers in Lhokseumawe City, value shopping has a positive and significant effect on Impulse Buying for Tokopedia Customers in Lhokseumawe City, adventure shopping has a positive and significant effect on Impulse Buying for Tokopedia Customers in Lhokseumawe City, idea shopping has a positive and significant effect on Impulse Buying among Tokopedia Customers in Lhokseumawe City and relaxation shopping has a positive and significant effect on Impulse Buying among Tokopedia Customers in Lhokseumawe City.*

**Keywords:** *social shopping, value shopping, adventure shopping, idea shopping, relaxation shopping, impulse buying.*