



**THE INFLUENCE OF HEDONIC SHOPPING, AND LIFESTYLE TOWARD  
IMPULSE BUYING OF GEN Z IN JABODETABEK ON E-MARKETPLACE**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen (S.M.)**

**By**

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**FACULTY OF BUSINESS  
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**June, 2023**

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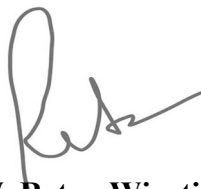
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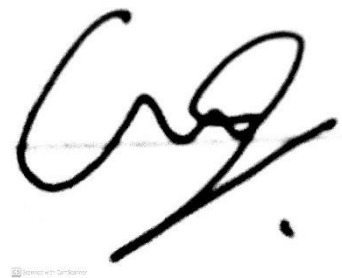
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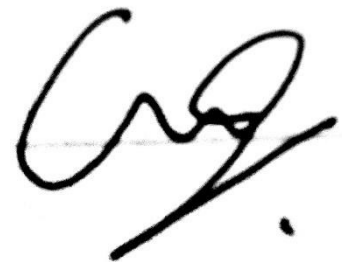
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## ABSTRACT

One of the developments of the internet today is the birth of an online shopping place that makes things easier. Plus, as we know, online marketplaces and internet advancement are two things that complement each other where online marketplace advancements shorten and change the way someone shops and besides, internet advancements are increasingly entering the world. coupled with generation Z which has fast-paced characteristics which makes this research interesting because it makes Gen Z as a research target. This study aims to understand the influence of Hedonic Shopping toward Lifestyle, Hedonic Shopping toward Impulse Buying and Lifestyle toward Impulse Buying for Gen Z on Jabodetabek. uses a quantitative method and data measurement using the Likert scale. The respondents were obtained through an online questionnaire with the results of 218 respondents. This study uses SEM PLS 3 as a tool to test and uses simple random sampling as the sampling method. In this study found that H1 Hedonic Shopping toward Lifestyle is accepted with the number of T statistic 5.038 and P value 0.000, H2 Lifestyle Toward Impulse Buying is also accepted with the number of T statistic 3.430 and P value 0.001 and then H3 Hedonic Shopping towards Impulse Buying with the number of T statistic 0.268 and P value 0.000. and the last hypothesis H4 Lifestyle have an indirect effect toward Hedonic Shopping on Impulse Buying is accepted with T statistic 9.135 and P value count 0.000.

Keywords: Impulse Buying, Hedonic Shopping, Lifestyle



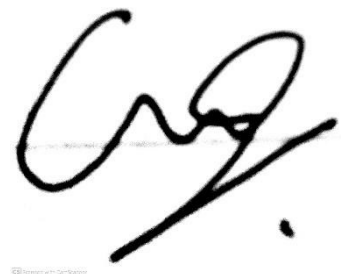
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Cikarang, May 30, 2023



Christopher Jordan Ian Garcia

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