

**PERILAKU PEMBELIAN IMPULSIF PELAJAR SMP DAN SMA
(Studi pada Pengguna GoFood di Bandung Raya)**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat memperoleh gelar Sarjana Ekonomi
pada Program Studi Ilmu Ekonomi dan Keuangan Islam



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2025**

**PERILAKU PEMBELIAN IMPULSIF PELAJAR SMP DAN SMA
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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat memperoleh gelar
Sarjana Ekonomi pada Program Studi Ilmu Ekonomi dan Keuangan Islam

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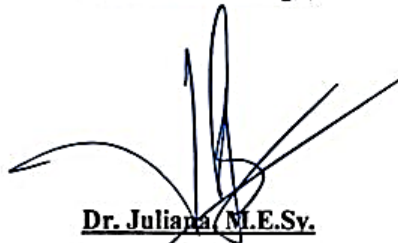
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PERILAKU PEMBELIAN IMPULSIF PELAJAR SMP DAN SMA (STUDI PADA PENGGUNA GOFOOD DI BANDUNG RAYA)

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Dina Fitrianti (2104046) “**Perilaku Pembelian Impulsif Pelajar SMP dan SMA (Studi pada Pengguna GoFood di Bandung Raya)**”, dibawah bimbingan Dr. Juliana, S.Pd., M.E.Sy dan Ripan Hermawan, S.S., S.H., M.A.

ABSTRAK

Perkembangan ekonomi digital telah membawa perubahan signifikan terhadap perilaku konsumsi global, terutama pada remaja seperti pelajar SMP dan SMA. Layanan pemesanan makanan daring seperti GoFood menjadi salah satu platform konsumsi yang semakin diminati pelajar. Namun, layanan ini seringkali mendorong terjadinya pembelian impulsif. Sebanyak 41% konsumen yang melakukan pembelian impulsif adalah remaja. Fenomena pembelian impulsif ini penting untuk mendapat perhatian karena bertentangan dengan nilai-nilai syariah dan tujuan pembangunan berkelanjutan. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh promosi penjualan, motivasi belanja hedonis, religiositas Islam, dan emosi positif sebagai mediator terhadap perilaku pembelian impulsif. Penelitian ini menggunakan pendekatan kuantitatif dengan desain deskriptif kausalitas terhadap pelajar SMP dan SMA di Bandung Raya. Data dianalisis secara deskriptif dan *Partial Least Square-Structural Equation Model* (PLS-SEM). Hasil analisis deskriptif menunjukkan bahwa promosi penjualan, religiositas Islam, dan emosi positif berada pada kategori tinggi, sedangkan motivasi belanja hedonis dan perilaku pembelian impulsif berada pada kategori sedang. Kemudian, hasil analisis PLS-SEM menunjukkan bahwa motivasi belanja hedonis dan emosi positif berpengaruh positif signifikan terhadap perilaku pembelian impulsif, sedangkan religiositas Islam berpengaruh negatif signifikan terhadap perilaku pembelian impulsif. Kemudian, promosi penjualan ditemukan tidak berpengaruh secara langsung terhadap perilaku pembelian impulsif, namun menjadi signifikan ketika dimediasi oleh emosi positif. Selain itu, emosi positif ditemukan memediasi motivasi belanja hedonis terhadap pembelian impulsif. Namun, tidak memediasi hubungan religiositas Islam terhadap pembelian impulsif. Temuan ini berkontribusi terhadap pengembangan teori perilaku konsumen Islami, serta berimplikasi praktis bagi pelaku usaha, platform GoFood, konsumen remaja Muslim, dan pemerintah dalam menciptakan pola konsumsi digital yang terkendali dan berkelanjutan.

Kata Kunci: Emosi positif, motivasi belanja hedonis, perilaku pembelian impulsif, promosi penjualan, religiositas Islam.

Dina Fitrianti (2104046) ***“Impulsive Buying Behavior Among Junior and Senior High School Students (A Study on GoFood Consumers in Bandung Raya)”***, under the guidance of Dr. Juliana, S.Pd., M.E.Sy and Ripan Hermawan, S.S., S.H., M.A.

ABSTRACT

The growth of the digital economy has significantly influenced global consumption behavior, particularly among adolescents such as junior and senior high school students. Online food delivery services like GoFood have emerged as popular consumption platforms among this demographic. However, these services often trigger impulsive buying behavior, with studies showing that 41% of impulsive buyers are teenagers. This phenomenon warrants serious attention, as it conflicts with Islamic values and the goals of sustainable development. This study aims to examine the influence of sales promotion, hedonic shopping motivation, and Islamic religiosity on impulsive buying behavior, with positive emotions as mediating variable. Employing a quantitative approach with a descriptive-causal design, the research targets junior and senior high school students in Bandung Raya. Data were analyzed using descriptive statistics and Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that sales promotion, Islamic Religiosity, and positive emotions are categorized as high, while hedonic shopping motivation and impulsive buying behavior are in the moderate category. Further analysis shows that hedonic shopping motivation and positive emotions significantly and positively affect impulsive buying, while Islamic religiosity has a significant negative effect. Sales promotion has no direct impact but becomes significant when mediated by positive emotions. Positive emotions also mediate the effect of hedonic shopping motivation, but not religiosity, on impulsive behavior. These results support the development of Islamic consumer behavior theory and offer practical implications for businesses, GoFood, Muslim adolescent consumers, and policymakers in fostering a more mindful and sustainable pattern of digital consumption.

Keywords: Hedonic shopping motivation, impulsive buying behavior, Islamic religiosity, positive emotions, sales promotion.

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Alhamdulillahirabbil 'alamiin, puji dan syukur penulis panjatkan kehadirat Allah SWT. atas limpahan rahmat, karunia, dan hidayah-Nya, penulis dapat menyelesaikan penyusunan skripsi yang berjudul **“Perilaku Pembelian Impulsif Pelajar SMP dan SMA (Studi pada Pengguna GoFood di Bandung Raya)”**. Shalawat serta salam semoga senantiasa tercurahkan kepada Nabi Muhammad SAW. Penyusunan skripsi ini dilaksanakan sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada program studi Ilmu Ekonomi dan Keuangan Islam, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia.

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