

ABSTRACT

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**THE EFFECT OF USING SHOPEE PAYLATER AND LIFESTYLE ON
STUDENT'S CONSUMPTIVE BEHAVIOR AND IMPULSIVE BUYING
(STUDY ON BUSINESS MANAGEMENT STUDENTS AT PELITA
HARAPAN UNIVERSITY, MEDAN)**

(xiii+78 pages; 8 figures; 29 tables; 8 appendixes)

This study has an objective to determine the effect of Shopee Paylater (X1), lifestyle (X2) on consumption behavior (Y1), impulse buying (Y2) in students (study on business management students at Pelita Harapan University Medan). The population of this research is business management students at Pelita Harapan University who live in Medan and have used the Shopee Paylater service. A total of 100 respondents were opted by leveraging purposive sampling method in non probability sampling. This study leverages a quantitative descriptive method, data collection is conducted by spreading online questionnaires via Google Form to respondents with certain criteria and then analyzed using the SPSS 30 program.

The output of this study indicates that Shopee Paylater and lifestyle have a partial influence on consumption behavior, Shopee Paylater and lifestyle have a simultaneous influence on consumption behavior, Shopee Paylater and lifestyle have a partial impact on impulse purchases, while Shopee Paylater and lifestyle have a partial impact on impulse purchases. The adjusted R square result of 0.334, shows that Shopee Paylater and lifestyle have an influence of 33.4% on consumption behavior. The adjusted R square result of 0.397, shows that Shopee Paylater and lifestyle have an influence of 39.7% on impulse purchases. Meanwhile, the remaining 66.6% and 60.3% are influenced by other variables that have the potential to influence consumption behavior and impulse buying.

Keyword: Shopee Paylater, Lifestyle, Consumptive Behavior and Impulsive Buying

References: 64 (2019-2023)

ABSTRAK

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PENGARUH PENGGUNAAN SHOPEE PAYLATER DAN GAYA HIDUP TERHADAP PERILAKU KONSUMTIF DAN PEMBELIAN IMPULSIF MAHASISWA (STUDI PADA MAHASISWA MANAJEMEN BISNIS

UNIVERSITAS PELITA HARAPAN MEDAN)

(xiii+78 pages; 8 gambar; 29 tabel; 8 appendiks)

Penelitian ini memiliki tujuan untuk mengetahui pengaruh Shopee Paylater (X1), gaya hidup (X2) terhadap perilaku konsumsi (Y1), pembelian impulsif (Y2) pada mahasiswa (studi pada mahasiswa manajemen bisnis universitas pelita harapan medan). Populasi dari penelitian ini adalah mahasiswa manajemen bisnis universitas pelita harapan yang berdomisili di Medan dan pernah menggunakan layanan Shopee Paylater. Sebanyak 100 respondent dipilih menggunakan metode purposive sampling dalam non probability sampling. Studi ini mengutilisasi metode deskriptif kuantitatif, pengumpulan data dilaksanakan dengan cara menyebarkan online kuesioner melalui Google Form kepada responden dengan kriteria tertentu kemudian dianalisis menggunakan program SPSS 30.

Output studi ini mengindikasikan bahwa Shopee Paylater dan gaya hidup memiliki dampak secara parsial terhadap perilaku konsumsi, Shopee Paylater dan gaya hidup berdampak secara simultan atas perilaku konsumsi, Shopee Paylater dan gaya hidup berdampak secara parsial terhadap pembelian impulsif, sedangkan Shopee Paylater dan gaya hidup memiliki pengaruh secara parsial terhadap pembelian impulsif. Hasil adjusted R square sebesar 0.334, mengindikasikan bahwa Shopee Paylater dan gaya hidup berdampak sebesar 33,4% terhadap perilaku konsumsi. Hasil adjusted R square sebesar 0.397, mengindikasikan bahwa Shopee Paylater dan gaya hidup memiliki dampak sebesar 39,7% terhadap pembelian impulsif. Sedangkan 66,6% dan 60,3% sisanya dikendalikan oleh variabel lain yang berpotensi mempengaruhi perilaku konsumsi dan pembelian impulsif.

Kata Kunci: Shopee Paylater, Lifestyle, Consumptive Behavior and Impulsive Buying

Referensi: 64 (2019-2023)