THE INFLUENCE OF PROMOTION, LIVE STREAMING SELLING AND FASHION INVOLVEMENT ON IMPULSE BUYING OF FASHION PRODUCTS THROUGH THE SHOPEE APPLICATION

(Case Study Students of UIN Prof. KH Saifuddin Zuhri Purwokerto)

AN UNDERGRADUATE THESIS

Submitted to the Faculty of Islamic Economics and Business

State Islamic University Prof. KH Saifuddin Zuhri Purwokerto

As a Partial Fulfillment or Requirement for Economics Degree (S.E)

By:

RD AULIYA FAUZIYYAH

NIM 2017201003

SHARIA ECONOMICS STUDY PROGRAM

DEPARTMENT OF ISLAMIC ECONOMICS AND FINANCE

FACULTY ISLAMIC ECONOMICS AND BUSINESS

STATE ISLAMIC UNIVERSITY

PROF. KH SAIFUDDIN ZUHRI PURWOKERTO

2024

STATEMENT OF ORIGINALITY

The undersigned below :

Name	: Rd Auliya Fauziyyah
Nim	: 2017201003
Level	: S1
Faculty	: Islamic Economics and Business
Major	: Islamic Economics
Study program	: Islamic Economics and Finance
Thesis title	: The Influence of Promotion, Live Streaming Selling and Fashion Involvement on Impulsive Buying of Fashion Products in Shopee Application

I declare that this thesis manuscript is entirely the result of my own research or work except for the parts where the sources are referred to.

Purwokerto, December 05th 2024
I hereby declare............

Rd Auliya Fauziyyah
NIM. 2017201003

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PPROVAL SHEET

KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI
PROFESOR KIAI HAJI SAIFUDDIN ZUHRI PURWOKERTO
FAKULTAS EKONOMI DAN BISNIS ISLAM
Jalan Jenderal Ahmad Yani No. 54 Purwokerto 53126
Telp: 0281-635624, Fax: 0281-636553; Website: febi.uinsaizu.ac.id

LEMBAR PENGESAHAN

Skripsi Berjudul

THE INFLUENCE OF PROMOTION, LIVE STREAMING SELLING, AND FASHION INVOLVEMENT ON IMPULSIVE BUYING IN FASHION PRODUCTS THROUGH THE SHOPEE APPLICATION (Case Study Studen of UIN PROF. K. H. SAIFUDDIN ZUHRI PURWOKERTO)

Yang disusun oleh Saudara **Rd Auliya Fauziyyah NIM 2017201003** Program Studi **S-1 Ekonomi Syariah** Jurusan Ekonomi dan Keuangan Syariah Fakultas Ekonomi dan Bisnis Islam UIN Prof. K.H. Saifuddin Zuhri Purwokerto, telah diujikan pada hari **Rabu, 18 Desember 2024** dan dinyatakan telah memenuhi syarat untuk memperoleh gelar **Sarjana Ekonomi (S.E.)** oleh Sidang Dewan Penguji Skripsi.

Ketua Sidang/Penguji

Dr. H. Sochimin, Lc., M.Si.
NIP. 19691009 200312 1 001

Sekretaris Sidang/Penguji

H. Kholilur Rahman, Lc., M.A.
NIDN. 2016068203

Pembimbing/Penguji

Mahardhika Cipta Raharja, S.E., M.Si.
NIDN. 2010028901

Purwokerto, 19 Desember 2024
Mengesahkan
Dekan,

Dr. H. Jamal Abdul Aziz, M.Ag.
NIP. 19730921 200212 1 004

OFFICIAL NOTE OF SUPERVISOR

OFFICIAL NOTE OF SUPERVISOR

To:

The Head of Faculty of Islamic Economics and Business

State Islamic University of Prof. KH Saifuddin Zuhri Purwokerto

in-

Purwokerto
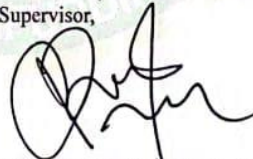
Assalamu'alaikum wr.wb

After conducting guidance, review, direction, and corrections on the writing of the thesis from Rd Auliya Fauziyyah NIM 2017201003 entitled:

The Influence of Promotions, Live Streaming Selling and Fashion Involvement on Impulsive Buying of Fashion Products Through The Shopee Application

(Case Study Students of UIN Prof. KH Saifuddin Zuhri Purwokerto)

I recommended the thesis can be submitted to Head of Islamic Economics and Business Faculty, State Islamic University of Prof. KH Saifuddin Zuhri Purwokerto to be examined in order to obtain a Bachelor's degree in Islamic Economics (SE).

Wassalamu'akaikum Wr. Wb.

Purwokerto, December 05th 2024
Supervisor,

Mahardhika Cipta Raharja, SE, M.Si
NIDN. 2010028901

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MOTTO

"It doesn't matter how slowly you go as long as you don't stop."

-Confucius

"And do not (feel) weak, and do not (also) be sad, because you are the highest (in rank), if you are believers."

-QS. Ali-Imran:139

PENGARUH PROMOSI, LIVE STREAMING SELLING DAN FASHION INVOLVEMENT TERHADAP PEMBELIAN IMPULSIF PRODUK FASHION MELALUI APLIKASI SHOPEE

(Studi Kasus Mahasiswa UIN Prof. K. H. Saifuddin Zuhri Purwokerto)

Oleh : Rd Auliya Fauziyyah

NIM: 2017201003

Email: auliyafauziyyah0210@gmail.com

Program Studi Ekonomi dan Keuangan Syariah Fakultas Ekonomi dan Bisnis Islam

Universitas Islam Negeri Prof. K. H. Saifuddin Zuhri Purwokerto

ABSTRAK

Promosi adalah aktivitas untuk meningkatkan kesadaran atau minat terhadap produk, layanan, atau merek guna mendorong pembelian atau tindakan tertentu. Promosi sering dilakukan melalui live streaming, yaitu penjualan produk secara langsung seperti di pasar offline. Saat ini, fashion bukan hanya pakaian, tetapi juga gaya hidup dan cara memandang diri sendiri. Fashion involvement, yaitu keterlibatan konsumen terhadap fashion, menjadikan pakaian sebagai bagian penting kehidupan. Hal ini dapat memicu pembelian impulsif, yakni pembelian spontan tanpa perencanaan, yang biasanya dipengaruhi oleh emosi, promosi, visual produk menarik, atau situasi mendesak.

Penelitian ini adalah penelitian dengan menggunakan pendekatan kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data primer yang berasal dari kuesioner. Jumlah sampel penelitian ini sebanyak 118 responden yang merupakan Mahasiswa UIN Prof. K. H. Saifuddin Zuhri Purwokerto. Teknik pengolahan data menggunakan analisis regresi linier berganda dengan alat bantu aplikasi SPSS 25.

Hasil penelitian ini menunjukan bahwa promosi berpengaruh positif terhadap pembelian impulsif. Kemudian, live streaming selling berpengaruh positif terhadap pembelian impulsif. Selanjutnya, fashion involvement memiliki pengaruh positif terhadap pembelian impulsif. Serta promosi, live streaming selling dan fashion involvement secara simultan berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: *Promosi, Live Streaming Selling, Fashion Involvement, Pembelian Impulsif*

THE INFLUENCE OF PROMOTION, LIVE STREAMING SELLING AND FASHION INVOLVEMENT ON IMPULSE BUYING OF FASHION PRODUCTS THROUGH THE SHOPEE APPLICATION

(Case Study on Students of UIN Prof. K. H. Saifuddin Zuhri Purwokerto)

By: Rd Auliya Fauziyyah
NIM: 2017201003
Email: auliyafauziyyah0210@gmail.com
Department of Sharia Economics and Finance
Faculty of Islamic Economics and Business
Islamic State University Prof. K. H. Saifuddin Zuhri Purwokerto

ABSTRACT

Promotion is an activity aimed at increasing awareness or interest in a product, service, or brand to encourage purchases or specific actions. Promotions are often conducted through live streaming, which resembles direct product sales in offline markets. Today, fashion is not merely clothing but also a lifestyle and a way of perceiving oneself. Fashion involvement, which refers to consumers' engagement with fashion, makes clothing an essential part of life. This can trigger impulsive buying—spontaneous, unplanned purchases typically influenced by emotions, promotions, attractive product visuals, or urgent situations.

This study employs a quantitative research approach. The data used in this research is primary data obtained from questionnaires. The study sample consists of 118 respondents who are students of UIN Prof. K. H. Saifuddin Zuhri Purwokerto. Data processing techniques involve multiple linear regression analysis using SPSS 25 software.

The results of this study indicate that promotion has a positive effect on impulsive buying. Furthermore, live streaming selling also has a positive effect on impulsive buying. Additionally, fashion involvement positively influences impulsive buying. Lastly, promotion, live streaming selling, and fashion involvement collectively have a positive impact on purchasing decisions.

Keywords: *Promotion, Live Streaming Selling*, Fashion Involvement, Impulsive Buying

INDONESIAN ARABIC LITERACY GUIDELINES

Transliteration of the words used in study thesis This based on the Joint Decree between the Minister of Religion and the Minister of Education and Culture of the Republic of Indonesia. Number: 158/1987 and Number: 0543b/U/1987.

1. Single Empty

Arabic Script	Name	Latin Script	Name
ا	*alif*	Not denoted	Not denoted
ب	*ba*	b	be
ت	*ta*	t	te
ث	*ṡa*	ṡ	es (with a dot above)
ج	*jim*	j	je
ح	*ḥa*	ḥ	ha (with a dot bellow)
خ	*kha*	kh	kha
د	*dal*	d	de
ذ	*ẑal*	ẑ	zet (with a dot above)
ر	*ra*	r	er
ز	*zai*	z	zet
س	*sin*	s	es
ش	*shin*	sh	Es and ha
ص	*ṣad*	ṣ	es (with a dot bellow)
ض	*ḍad*	ḍ	de (with a dot bellow)
ط	*ṭa*	ṭ	te (with a dot bellow)
ظ	*ẓa*	ẓ	zet (with a dot bellow)
ع	*'ain*	'	Inverted comma (above)
غ	*gain*	g	ge
ف	*fa*	f	ef

ق	*qaf*	q	ki
ك	*kaf*	k	ka
ل	*lam*	l	el
م	*mim*	m	em
ن	*nun*	n	en
و	*wau*	w	we
ه	*ha*	h	ha
ء	*hamzah*	'	apostrof
ي	*ya*	y	ye

2. Empty Double Because Syaddah is written in duplicate

عدة	written	'iddah

3. Ta'marbutah at the end of a word when written h.

حكمة	written	Hikmah	جزية	written	Jizyah

(This provision does not apply to Arabic words that have been absorbed into the Indonesian language, such as zakat, salat and so on, unless the original pronunciation is desired)

a. If followed with words clothing "al" and reading to two That separate , then written with h .

كرامة لياء	Written	Karâmah al-auliyâ'

b. When the ta' marbutah life or with the vowel, fathah or kasrah or damma written with t

ة زكا الفطر	Written	Zakat al-fitr

4. Short vowels

ـَ	Fathah	Written	a
ـِ	Kasrah	Written	i
ـُ	Dammah	Written	u

5. Long vowel

1.	Fathah + alif	Written	a
	جا هلية	Written	Jahiliyah
2.	Fathah + ya' dead	Written	a
	تنس	Written	Tansa
3.	Kasrah + ya' dead	Written	i

	كريم	Written	Karim
4.	Dammah + wawu dead	Written	u
	فروض	Written	furud

6. Double vowel

1.	Fathah + ya ' dead	Written	Ai
	بينكم	Written	Bainakum
2.	Fathah + wawu dead	Written	Au
	قول	Written	Qaul

7. Short vowels in sequence in one word are separated by apostrophes.

أأنتم	Written	a'antum
أعدت	Written	u'iddat

8. The preposition alif + lam
   a. When followed by qomariyyah letters

القياس	Written	al- qiyâs

   b. If followed letter syamsiyyah written with use must syamsiyyah who followed him, and use the letter I (el).

السماء	Written	As- samâ

9. Writing words in a series of sentences
   Written according to sound or pronunciation

ذوئ الفروض	Written	Zawi al-furûd

FOREWORD

Alhamdulillah, the author would like to express his gratitude to Allah SWT for all His grace, guidance, and gifts, so that the author can complete the writing of the thesis entitled "the effect of promotion, live streaming selling and fashion involvement on impulsive purchases of fashion products through the Shopee application". This thesis is submitted to obtain a Bachelor of Economics (SE) degree.

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Purwokerto, 18 November 2024
Author

Rd Auliya Fauziyyah
NIM. 2017201003

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CHAPTER I

INTRODUCTION

A. Background of Problem

Human life is inseparable from economic activities, where many people use the internet as a medium to earn income. Online business has become a choice for modern business people because many entrepreneurs use digital technology as a medium for doing business (Zahra, 2022) . Through digital transformation, companies can increase operational efficiency, reduce costs, improve product or service quality, and increase customer satisfaction, where the more effectively the company implements digital transformation, the better the marketing performance achieved, which will ultimately support the sustainability of the company's marketing activities (Hawa et al., 2023) .

Technological developments have changed consumer behavior from initial purchases in offline stores to online stores called e-commerce (Prajana et al., 2021) . Electronic commerce (e-commerce) is a buying and selling activity carried out by utilizing telecommunications networks, especially the internet (Rahmatul et al., 2022) . Currently, to meet their needs, more and more people are using technology and the internet to carry out activities such as making Financial Transactions, of course this is also influenced by promotions when shopping online so that consumers are interested in shopping online (Azalia et al., 2023) .

According to Tumanggor (2022) Promotion is a key element in marketing that is used by companies to introduce their products and services. Businesses can use advertising not only to communicate with their customers, but also to persuade them to buy or use their services according to their wants and needs (Surianto et al., 2021) . The most popular promotions are free shipping and discounts. This is in line with the data obtained through databook.katadata.co.id.

Image 1.1
E-Commerce Consumers Favorite Promotion (Semester 1 2022)
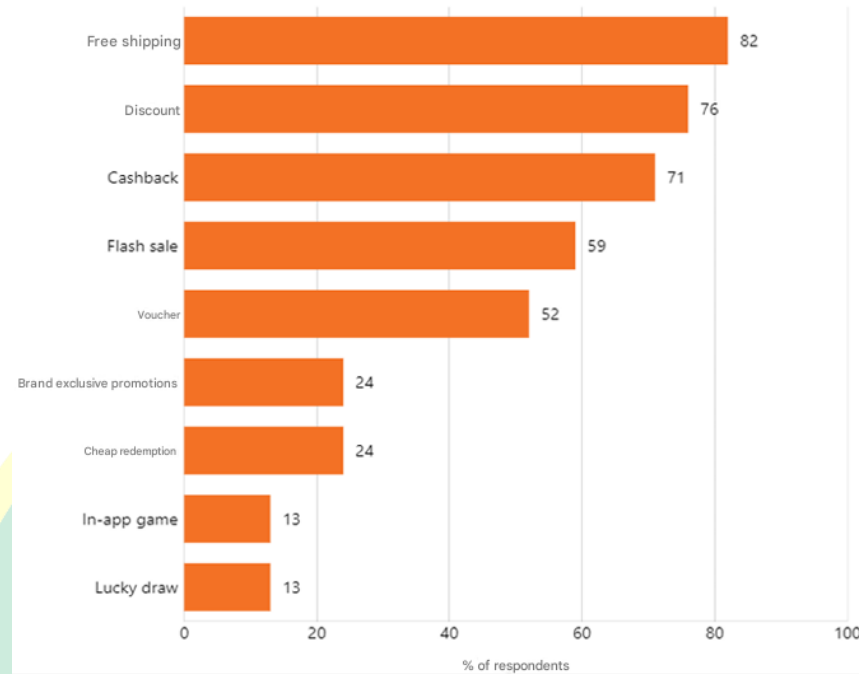
(Phalevi, 2022)

Surveys show that promotions are an attraction for e-commerce customers, with 82% of e-commerce customers choosing free shipping or postage as their favorite. where this percentage is greater than discounts chosen by 76% of customers. Cashback is the third favorite promo with 71% as the use of digital wallets increases (Phalevi, 2022) .

Generally, promotions are widely offered by business actors when making sales via live streaming (Andi et al., 2022) . Live streaming Selling is the activity of broadcasting products live with the aim of selling them to customers, similar to offline markets. Live streaming has attractive visual features that increase product visibility. In addition, customers can immediately obtain the product information they need to help them make purchasing decisions (Safira et al., 2024) .

According to Akbar et al., (2024) live streaming is a form of implementing Islamic economic principles in buying and selling transactions such as transparency in presenting product information,

increasing consumer trust, reducing uncertainty, and strengthening consumer-platform relationships. The principles of Islamic economic justice also play a role in maintaining balance and fairness in digital transactions. Ensuring business practices take into account the interests of all stakeholders, including consumers and sellers, helps create a sustainable and fair business environment.

Globalization has affected every aspect of people's lives, including lifestyle aspects where one of the impacts of globalization can also be felt in the fashion sector which has become a lifestyle that has great influence and attention in modern society (Surianto et al., 2021) . Clothing is a basic human need that is not only related to beauty, but also concerns honor and self-confidence. (Sufyan et al, 2022) .

However, according to research by Lesmani et al., (2022), currently fashion is not just the clothes we wear. Furthermore, fashion is a lifestyle and the way we see ourselves. When fashion becomes a part of someone's life, they will look for everything about fashion and be involved in its development. Fashion involvement is also known as fashion involvement, which is the level of interest and attention a person has towards fashion products, which is directly related to personal qualities or characteristics and knowledge of fashion, which can then influence confidence in purchasing decisions (Ummah et al, 2022) .

According to Ardiansah et al., (2023) this phenomenon has an impact on teenage customers because of their desire to remain fashionable. Teenagers are in the process of finding their identity, so they may have difficulty controlling themselves and regulating mental or physical activities. Most people who are not yet able to control themselves are those who are worried about missing out on trends, known as Fear Of Missing Out (FOMO).

This is in line with research conducted by Haq N (2022) The study titled "The Influence of Fashion Trends on Student Consumption Behavior" shows that clothing is the most frequently purchased item by students. This

is supported by data from databook.katadata.co.id, which states that fashion products are the most sought after products by online consumers.

Image 1.2
Items or Services Most Frequently Purchased by Respondents When Shopping Online (2022)
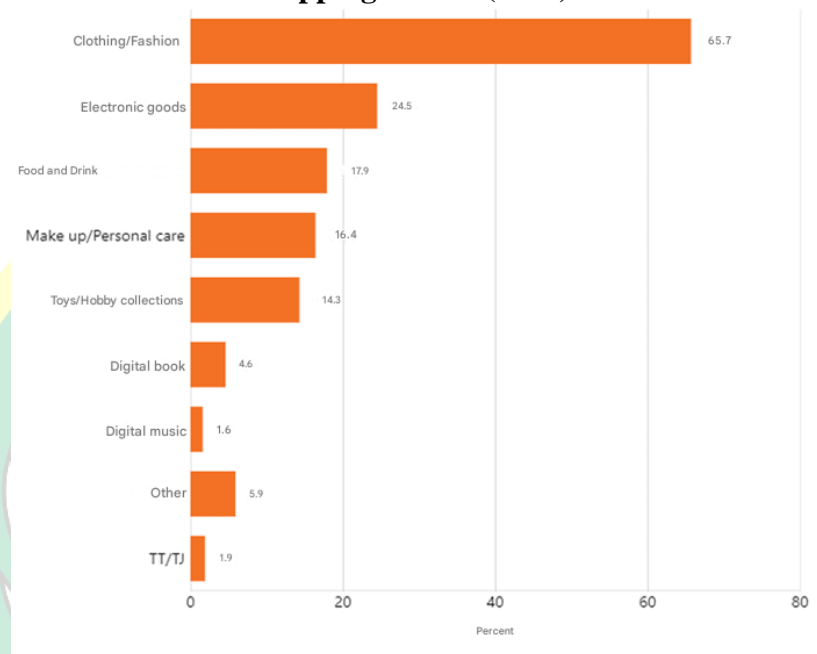
(Dihni, 2022)

The Indonesian Political Index has released the results of its latest survey on media access and digital behavior. The survey shows that the majority of respondents, with a percentage of 65.7%, most often buy clothes and fashion products (Dihni, 2022) . Generally, students follow fashion trends Every year. How students dress on campus has become their standard, and this is supported by fashion trends that appear on various social media platforms and spread among teenagers. (Diana et al, 2021) .

Shopee itself offers a variety of product categories that support daily life, including fashion products (Ningrum et al., 2023) . According to Tumanggor et al., (2022) Shopee is a C2C (consumer-to-consumer) e-commerce company in Indonesia that functions as a meeting place for buyers and sellers in buying and selling transactions and general markets.

The facilities owned by Shopee include Payment Methods, Shipping Services, Integrated Social Media, Live Chat, Live Streaming. Shopee is an e-commerce with the most visitors. This is supported by data from databooks.katadata.id

Image 1.3
5th E-Commerce with The Most Visitors 1st Quarter 2023
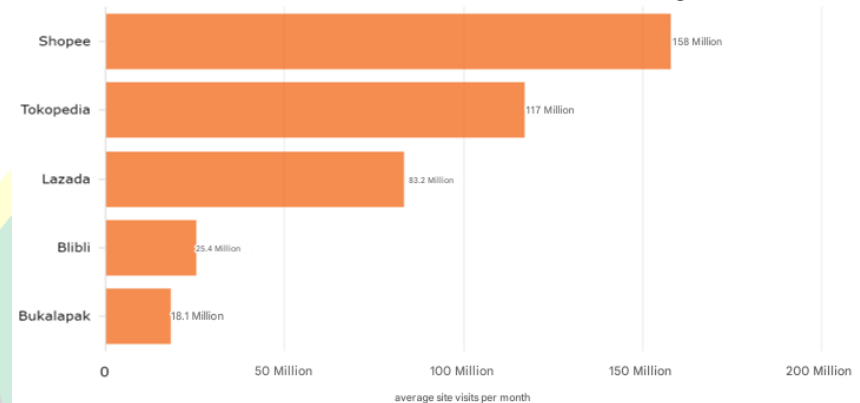
(Ahdiat, 2023)

Based on SimilarWeb data, Shopee is the e-commerce with the most site visits in Indonesia in the first quarter of 2023. During the January-March period this year, the Shopee site achieved an average of 157.9 million visits per month, far surpassing its competitors. Throughout March 2023, the number of visits to the Shopee site increased by around 10% compared to the previous month (Ahdiat, 2023) .

Meanwhile, Shopee e-commerce consumers are divided into two characteristics in making purchases, namely planned purchases and impulsive (unplanned) purchases (Edwin, 2021) . Unplanned purchases are defined as consumer behavior where a product is not considered before being purchased, or consumers fail to plan and continue with bad thinking, such as not considering prices wisely, they also do not pay attention to the quality and usefulness of the product and evaluation of the selected product (Ahmad, 2019) .

According to Rahmah et al., (2018) the Islamic economic view on impulsive purchases of fashion products often contradicts the principle of Israf (not excessive) where Islamic Economics encourages people to avoid waste. Impulse purchases often lead to excessive spending on items that may not be really needed. People are encouraged to think carefully before making purchasing decisions, prioritize needs over wants, and manage their resources wisely in accordance with Islamic principles.

With adequate knowledge and education, students can behave wisely when consuming their goods (A. Maulana, 2020) . Economics students at Purwokerto State University have gained a lot of knowledge about consumption theory, both in conventional and sharia contexts. This knowledge is obtained through courses such as macroeconomics, microeconomics, and introduction to Islamic economics, which teach the principles of wise consumption according to the learning curriculum (Agustina et al., 2023) .

Observation results conducted by Novandari et al., (2022) UIN Saizu Purwokerto students have a great interest in fashion, which has become a habit and trend for them. Based on observations, most UIN Saizu Purwokerto students tend to buy clothes online. Students are also consumers or users, and they play an important role in developing the online business.

Based on this phenomenon, the researcher chose students of UIN Prof. KH Saifuddin Zuhri Purwokerto as the object of research. The researcher is interested in studying more deeply about "The Influence of Promotion and Live Streaming Selling on Online Impulsive Buying of Fashion Products through the Shopee Application (Case Study Students of UIN Prof. KH Saifuddin Zuhri Purwokerto)".

B. Formulation of the problem

Based on the background that has been described, the problem formulation in this study is:

1. Does Promotion Influence Impulsive Buying of Fashion Products Through Shopee Among Students of UIN Prof. KH Saifuddin Zuhri Purwokerto?

2. Does Live Streaming Selling Influence Impulsive Buying of Fashion Products Through Shopee Among Students of UIN Prof. KH Saifuddin Zuhri Purwokerto?

3. Does Fashion Involvement Influence Impulsive Buying of Fashion Products Through Shopee Among Students of UIN Prof. KH Saifuddin Zuhri Purwokerto?

4. Do Promotion, Live Streaming Selling and Fashion Involvement Influence Impulsive Buying of Fashion Products Through Shopee Among Students of UIN Prof. KH Saifuddin Zuhri Purwokerto?

C. Objectives and Benefits of Research

a. Research purposes

1) Knowing the Effect of Promotions on Impulsive Buying of Fashion Products via Shopee Among the students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

2) Knowing the Influence of Live Streaming Selling on Impulsive Buying of Fashion Products Through Shopee Among the students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

3) Knowing the Influence of Fashion Involvement on Impulsive Buying of Fashion Products Through Shopee Among the students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

4) Knowing the Influence of Promotion, Live Streaming Selling and Fashion Involvement on Impulsive Buying of Fashion Products Through Shopee Among the students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

b. Theoretical Benefits

1) This study is expected to provide a deeper understanding of how promotions and live streaming selling influence impulsive purchasing behavior on fashion products through the Shopee platform.

2) The results of this study can be used as a reference or comparison to examine impulsive buying behavior through Shopee between students and other groups, such as workers or different age groups. This will help in understanding whether the same factors affect other groups or not.

c. Practical Benefits

1) For Students

College students are a group that is prone to impulsive buying, and this research can help them realize the impact of such behavior on their personal finances. With a better understanding, students can take steps to control their spending .

2) For Academic Literature

This research can be a valuable contribution to the academic literature in the field of consumer behavior and marketing. The results of the study can be used by other researchers to continue further research or develop new theories.

D. Discussion Systematics

A systematic discussion is made to facilitate researchers in compiling their research results. The following is the systematic discussion in this study:

CHAPTER I INTRODUCTION

This chapter contains the background, problem formulation, objectives and benefits of the research, and systematic discussion of the thesis.

CHAPTER II THEORETICAL BASIS

This chapter contains theories related to the research, previous research, research framework, and hypotheses.

CHAPTER III RESEARCH METHODS

This chapter contains the type of research, place and time of research, population and research sample, research variables and indicators, data collection techniques, and research data analysis.

CHAPTER IV RESULTS AND DISCUSSION

This chapter contains an overview of the research object, characteristics of respondents, and discussion of the research results.

CHAPTER V CLOSING

This chapter contains conclusions and suggestions from the research results

CHAPTER II

THEORETICAL BACKGROUND

A. Literature review

In supporting the research to be conducted by the researcher, there are several previous studies related to the research to be conducted by the researcher. The first is a study conducted by Rizkya et al., 2024 regarding the Influence of Flash Sale, Free Shipping, and Live Streaming on Impulsive Buying on Shopee users. Which states that the flash sale, free shipping and live streaming variables have a significant influence on impulsive buying on the Shopee application.

Second, research conducted by Ardiansah et al., 2023 related to the Increase in Impulsive Buying at the Shopee Harbolnas Event Through Fomo and Hedonic Shopping. Where based on the results of the study, it was found that students have a high level of FoMO. Furthermore, in terms of Hedonic shopping, students showed a high level of satisfaction in various aspects of online shopping. Then the Impulsive buying variable, students also showed a tendency to shop impulsively during national online shopping events.

Third, research conducted by Rahmawaty et al., 2023 with research related to the Influence of Live Streaming Selling, Product Reviews, and Discounts on Consumer Purchase Interest on Shopee E-Commerce. Where the results of this study conclude that Live streaming selling affects consumer purchase interest. In addition, product reviews affect consumer purchase interest because the product review feature can help consumers to find out the quality of a product. And discounts have a significant influence on purchase interest because consumers feel helped by the discount feature to choose products at relatively affordable prices.

Fourth, research conducted by Sari & Kadi, 2023 related to the Influence of Tiktok Live Streaming, Sales Promotion, Shopping Lifestyle,

and Fashion Involvement on Impulse Buying Products on the Tiktok Shop E-Commerce by making Generation Z in Madiun City as the object. Based on the results of the research that has been carried out, it shows that the Live Streaming variable has no effect on Impulse Buying. The Sales Promotion variable has no effect on Impulse Buying on the Tiktok Shop e-commerce and the Shopping Lifestyle variable has an effect on Impulse Buying on the Tiktok Shop e-commerce.

Then the fifth, research conducted by Ummah et al., (2022) related to Fashion Involvement, Shopping Lifestyle and Impulsive Purchase of Fashion Products. Based on this study, it was found that the variables fashion involvement and shopping lifestyle have a simultaneous influence on impulsive purchases.

Based on the previous studies, it can be seen that the relevance of the five studies to this study is that they both discuss the influence of promotion, Live Streaming Selling and Fashion Involvement on impulsive purchases of fashion products. While the difference is that there has been no research that links impulsive purchases to fashion products on e-commerce. Furthermore, no one has studied the research object and research respondents from UIN Prof. KH Saifuddin Zuhri Purwokerto students. In this study, the researcher also wants to explore online purchasing activities on e-commerce and fashion lifestyles among students.

Table 1
Previous Research

No.	Name and Title of Research	Conclusion	Equality	Difference
1.	(Rizkya et al., 2024) The Influence of Flash Sale, Free Shipping, and Live Streaming on Impulsive Buying in Shopee Users.	Variable flash sales, free shipping and live streaming have a significant influence on impulsive buying on the Shopee application.	The similarities in this study lie in the live streaming variable as the independent variable, and impulsive buying	The differences in these studies lie in the research objects, research locations, and research time.

No.				
				as the dependent variable.
2.	(Ardiansah et al., 2023) Increasing Impulsive Buying at the Shopee Harbolnas Event Through Fomo and Hedonic Shopping.	Based on the research results, it was found that students have a high level of FoMO. Furthermore, in terms of Hedonic shopping, students showed a high level of satisfaction in various aspects of online shopping. Then the Impulsive buying variable, students also showed a tendency to shop impulsively during national online shopping events.	The similarity with this research lies in one of the variables, namely Impulsive buying.	The differences in this research lie in the focus of the research, research object, research location, research type and research time.
3.	(Rahmawaty et al., 2023) The Influence of Live Streaming Selling, Product Reviews, and Discounts on Consumer Purchase Interest in E-Commerce "Shopee"	The results of this study concluded that Live streaming selling affects consumer buying interest. In addition, product reviews affect consumer buying interest because the product review feature can help consumers to find out the quality of a product. And discounts have a significant influence on buying interest because consumers feel helped by the discount feature to choose products with relatively affordable prices.	The similarity in this study lies in the independent variable, namely Live Streaming Selling.	The differences in this research lie in the research object, research location and research time.
4.	(Sari & Kadi, 2023) The Influence of TikTok Live Streaming, Sales	Based on the results of the research that has been conducted, it shows that the Live	The similarities in this study lie in the independent variables, namely	The differences lie in the research object, the application that is

	Promotion, Shopping Lifestyle, and Fashion Involvement on Impulse Buying of Products on the E-Commerce TikTok Shop (Case Study on Generation Z in Madiun City)	Streaming variable has no effect on Impulse Buying. The Sales Promotion variable has no effect on Impulse Buying on the e-commerce tiktok shop and the Shopping Lifestyle variable has an effect on Impulse Buying on the e-commerce tiktok shop.	live streaming and fashion involvement. Then the similarities in the dependent variable are impulsive buying.	the focus of the research, the place of research and the time of research.
5.	(Ummah & Rahayu, 2022) Fashion Involvement, Shopping Lifestyle and Impulsive Purchase of Fashion Products	Based on this research, it was found that the variables fashion involvement and shopping lifestyle have a simultaneous influence on impulsive purchases.	The equation in the independent variable is fashion involvement and the equation in the dependent variable is impulsive buyers of fashion products.	The differences in these studies lie in the research object, research location, research time and research type.

B. Theoritical review

1) Consumer Behavior Theory

According to Wardhana (2022) Consumer behavior is the study of how individuals and groups engage in the purchasing process, taking into account psychological, sociological, sociopsychological, anthropological, and economic factors. These factors are included in the decision-making process and actions such as seeking information about products and services, choosing from the many products and services offered by marketers, making purchases, using them, and using them.

2) Impulsive Buying

According to Hermawati et al (2021) When customers shop in stores, they often experience emotional feelings, which cause unpleasant shopping itself. Where impulsive buying is the act of buying something without careful planning or consideration, triggered by a sudden urge or urge.

Then according to Hidayatai (2023) Impulsive buying tends to cause excessive behavior because it is not planned and is not based on needs, but rather is more oriented towards personal satisfaction by prioritizing desires over actual needs. According to Tumanggor et al., (2022) the indicators of impulsive buying are:

1. Attractive Offers

    Promotions and discounts are often used as marketing tools to attract impulsive buyers. Purchasing based on the lure of discounts without considering the need is a sign of impulsive behavior.

2. Fast Purchase Decision

    Make decisions to buy something very quickly, without comparing first

3. Purchasing Dominated by Desire

    Buying something just because you want it, not because of an urgent or important need.

3) Fashion Involvement

According to Hendra et al., (2023) Fashion Involvement is the level of consumer involvement with fashion where consumers tend to prioritize clothing as a central part of life. Where fashion is generally considered a social responsibility and tends to use the latest fashion modes. In the context of marketing and consumer behavior, involvement refers to the level of interest, attention, or involvement of a person in a product or service. Involvement affects how deeply a consumer considers or thinks about a product before making a purchasing decision (Febriani et al., 2019) .

According to (Silalahi, 2018) There are two types of involvement, namely high involvement and low involvement. In high involvement , consumers show a high level of attention to the product or service to be purchased. Usually, this purchase involves in-depth consideration because the product or service has important value, a high price, or a high risk if the wrong choice is made. Conversely, low involvement ,

consumers show a low level of involvement because the product or service is considered to have low risk and usually does not require a long decision. These products are often affordable or considered as daily necessities that do not require much consideration.

According to Aprianur (2020), the indicators of Fashion Involvement are:

1. Attention to Fashion Trends

   Someone who has high fashion involvement usually always pays attention to the latest trends in fashion. They tend to know the development of clothing styles, designers, and brands that are popular.

2. Personal Style Exploration

   A person with high fashion involvement tends to be bold in experimenting with new styles and developing their own fashion identity. They try different combinations of clothes, textures, colors, and accessories to find or express themselves.

3. Self Confidence in Appearance

   A person who has high involvement in fashion usually pays more attention to his/her appearance, feels more confident when wearing clothes that are in line with trends, and feels satisfaction when considered fashionable by others.

4) Live Streaming Selling

According to Azalia et al., (2023) Live streaming selling is an event that is carried out directly for a certain duration through digital technology. In China, this idea first emerged several years after the COVID-19 pandemic. Initially, Shopee's live streaming feature was considered unique because it gave customers a new experience to interact directly with sellers and others while shopping online. Because of this interaction possibility, marketers can present product reviews and features in full through live streaming, so that customers can see and

understand the product well. According to Rahmawati et al., (2023) the indicators of live streaming selling are:

1. Streamer Attraction

   The appeal of live streaming selling can be seen from factors such as video quality, audio clarity, and completeness of product information.

2. Trust

   Consumer trust in live streaming can be seen from factors such as host credibility and transparency of product information.

3. Skill

   The host's expertise in conveying product information can be seen from factors such as product knowledge, communication skills, and personal charm.

5) Promotion

Promotion is an activity carried out by a business or individual to increase awareness, awareness, or interest in a particular product, service, or brand with the aim of encouraging purchases or certain actions among the target audience. Advertising is an important element in the marketing mix, which includes the product, price, location, and the advertising itself (Zahra, 2022) . The promotion indicators according to Karmila et al., (2023) are:

1. Promotion Frequency

   Promotion Frequency is a sales promotion carried out at certain times through sales promotion media.

2. Promotion Quantity

   Promotion quantity can be defined as the amount or value of sales promotion given to consumers.

3. Promotion Time

   Promotion Time is a measure of the length of promotion carried out by the company.

C. Theological Foundation

Islam teaches the principle of balance. Not being stingy or excessive. Islamic teachings encourage simplicity in consumption, but still allow its people to enjoy the gifts given by Allah SWT. Excessive actions occur when the fulfillment of daily needs exceeds reasonable limits, such as in terms of food, clothing, home building, and entertainment. Therefore, if a person uses his money to fulfill his life's needs in a decent way, then he cannot be considered a wasteful person.

According to Hidayati (2023) Impulsive buying is not recommended in Islam because it is contrary to the principles of caution, good wealth management, and the prohibition of waste. Muslims are advised to carefully consider every expense so that the wealth they have can be used for things that are beneficial and pleasing to Allah. This is certainly stated in Qs. Al-Isra verses 26-27:

كَانُوْٓا اِخْوَانَ الشَّيٰطِيْنِّ وَاٰتِ ذَا الْقُرْبٰى حَقَّهٗ وَالْمِسْكِيْنَ وَابْنَ السَّبِيْلِ وَلَا تُبَذِّرْ تَبْذِيْرًا (٢٦) اِنَّ الْمُبَذِّرِيْنَ كَانُوْٓا اِخْوَانَ الشَّيٰطِيْنِّ وَكَانَ الشَّيْطٰنُ لِرَبِّهٖ كَفُوْرًا (٢٧)

Meaning: *"And give to close families their due, to the poor and those on a journey; and do not squander (your wealth) wastefully. Indeed, those wasters are the brothers of the devil and the devil is very disobey God."* (Qs. Al Isra: 26-27) (Qur'an Kemenag.go.id).

This verse emphasizes the prohibition against wastefulness, which can occur due to impulsive buying behavior. Allah reminds us not to waste our wealth excessively, because wastefulness is a trait that is not liked (Al-Sheikh, 2005) .

D. Framework of Thinking

The framework of thinking is a conceptual representation that describes the relationship between the main variables with various factors or other variables (Sujarweni, 2022) . The framework is created based on the formulation of the research problem and represents a collection of several concepts and the relationships between these concepts (Jaya, 2020) . Based on this explanation, the framework of thinking for this research is as follows.
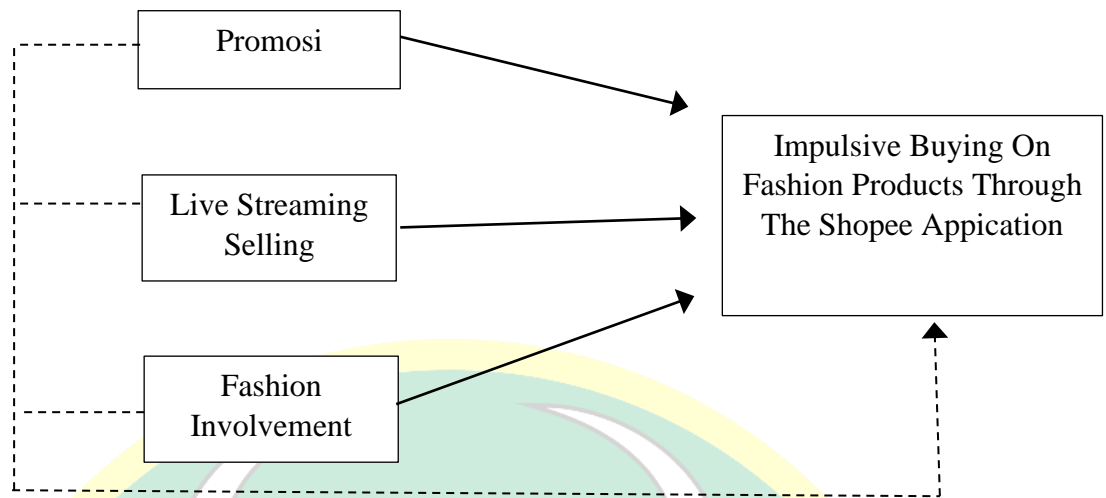
Information :

---------------▶   : Showing Simultaneous Influence

──────────▶   : Shows Partial Influence

E. Hypothesis

According to Sujarweni (2022) In Greek, hypothesis comes from the word hypo which means under and thesis which means a position or opinion that is held firmly. In general, a hypothesis refers to an opinion whose truth is still in doubt. The hypothesis usually also contains a narrative about the relationship between the variables. The hypothesis is accompanied by a story about the relationship between the variables. This shows why there is a temporary assumption about the research to be carried out. In addition, the results of previous studies are used to support temporary assumptions.

1. The Effect of Promotions on Impulsive Buying

Promotion is a crucial element in the business world. According to Hermawati et al., (2021) This is due to the fact that sellers offer a product by encouraging buyers to buy. Therefore, promotion starts the impulsive buying process in a company. This is in line with the results of research conducted by Hidayati (2023) which states that promotion has an effect on impulsive buying behavior. on Students in Purwokerto because of the many promotions carried out on the internet to increase sales,

encouraging Gen Z, especially students to buy impulsively. Thus, the first hypothesis in this study is:

H_1: Promotion has a significant effect on Impulse Buying.

2. The Influence of Live Streaming Selling on Impulse Buying

Live Streaming Selling is the ability to stream products directly or sell them to consumers. According to Sapa et al., (2023) Live streaming provides stunning visuals and makes your product broadcast more alive. In addition, customers can easily respond to their need for product information to help them make purchasing decisions, and it is not uncommon for consumers to make impulsive purchases. This is in line with research conducted by Safira et al., (2024) which states that Live Streaming Selling has a positive impact on impulsive purchases. This shows that the more skilled the seller is in explaining the product in detail, creating interaction with the audience, the greater the likelihood of impulsive or unplanned buying behavior. So the second hypothesis in this study is:

H_2 : Live Steaming Selling has a significant effect on Impulse Buying.

3. The Influence of Fashion Involvement on Impulse Buying

According to Hendra et al., (2023) Fashion Involvement is a person's involvement with a product because of the need, desire, interest, interest and value of the fashion product. Based on research by Maulana et al., (2020) concluded that Fashion involvement has a positive influence on Impulse buying in E-commerce Shopee. This is confirmed by research by Febriani et al., (2019) whose research results show that fashion involvement has a significant positive effect on impulse buying behavior. So the third hypothesis in this study is:

H_3: Fashion involvement has a significant influence on Impulse Buying.

4. The Influence of Promotion, Live Streaming Selling and Fashion Involvement on Impulse Buying

Promotion is a series of marketing activities designed to increase sales such as to attract consumer attention and encourage purchases faster than usual (Sumampow et al., 2022) . In addition, consumers generally look for more promos on live sales where the live streaming format is often equipped with limited offers, exclusive promotions, or time limits, which can trigger purchases (Rahmawaty et al., 2023) . Meanwhile, consumers with high involvement in fashion tend to be more responsive to the latest trends and make more impulsive purchases when they see products that suit their tastes (AR Putri, 2022) .

The results of a study conducted by Hady et al., (2024) stated that Promotion creates a sense of urgency and attractive offers, live streaming sales increase customer engagement and trust, while fashion involvement makes customers more open to impulsive purchases when consumers find products that match their interests. Therefore, the fourth hypothesis in this study can be concluded, namely:

H_4 : Promotion, Live Streaming Selling and Fashion Involvement have a positive influence on impulsive purchase

CHAPTER III

RESEARCH METHODS

A. Types of research

The type of research used is quantitative research. Quantitative research is a type of research that produces new knowledge through statistical methods and other quantitative techniques (Jaya, 2020) . As for the processing method, this study uses an influence research method which aims to determine the relationship between two or more variables. Thus, this research allows us to develop theories that can be used to explain, predict, and control existing phenomena (Sujarweni, 2022) .

B. Place and Time of Research
1. Research Place

This research was conducted at UIN Prof. KH Saifuddin Zuhri Purwokerto.

2. Research Time

The research period starts from March 2024 to October 2024.

C. Population and Research Sample
1. Population

Population is the total number of units or individuals which can be people, institutions or objects whose characteristics are to be studied. (Jaya, 2020) . The population known in this study is UIN Prof. KH Saifuddin Zuhri Purwokerto students. The number of UIN Prof. KH Saifuddin Zuhri Purwokerto students who made purchases on fashion products through Shopee is not yet known.

2. Sample

A sample is a part taken from the entire object being studied and is considered to represent a population (Jaya, 2020) . The sampling technique in this study uses the non-probability sampling method. This technique does not provide equal opportunities or chances for each element of the population to be selected as a sample (Jaya, 2020) .

The sampling method used is incidental sampling, namely a sampling determination technique based on coincidence, namely anyone who happens to meet the researcher can be used as a sample (Surgiyono et al., 2021)

The sample calculation method in the study was calculated using the Slovin formula with an unknown population, namely as follows:

$$n = \left[\frac{Z\frac{a}{2}}{E} \right] 2$$

$$n = \left[\frac{1,96}{0,20} \right]$$

$n =$ 96 Respondents

Where :

n : Sample Size

$Za/2$: Standard value of the standard abnormal list how is the confidence level (a) 95%

E : the level of certainty used by stating the maximum error value as 20%.

Based on calculations using the Slovin formula with an unknown population, it can be concluded that the number of research samples is 96 students.

D. Data source

a. Primary Data

Primary data in this study were obtained directly from the first source and then processed by the researcher. In this study, students of UIN Prof. KH Saifuddin Zuhri Purwokerto were asked to fill out an online questionnaire if they had ever made a purchase of fashion products on the shopee application.

b. Secondary Data

Data obtained from various sources such as books, journals, e-books, and theses used in this study are referred to as secondary data.

E. Research Variables and Indicators

Research variables are attributes, traits, or values of people, objects, organizations, or activities that have certain variations and are determined by researchers to be studied and concluded (Sujarweni, 2022) . The variables in this study can be divided into two types, namely:

a) Independent variables

Independent variables, also known as free variables, are variables that affect other variables or cause changes or the emergence of dependent variables. The independent variables in this study are:

1) Promotion (X1)

Promotion is a set of short-term persuasive tools designed to motivate consumers to purchase products and services more quickly or in greater quantities (Kurniawati et al., 2022) .

2) Live Streaming Selling (X2)

Live streaming selling is an event that is carried out live for a certain duration using digital technology (Azalia et al., 2023) .

3) Fashion Involvement

Fashion Involvement is a person's involvement with a product because of the need, desire, interest, interest and value of the fashion product (Hendra et al., 2023) .

b) Dependent variable

Variables that are influenced by independent variables or as a result of independent variables are called dependent variables or bound variables. The dependent variable in this study is Impulsive Buying of Fashion Products Through the Shopee Application (Y). Where impulsive buying is the act of buying something without careful planning or consideration, triggered by a sudden urge or urge.

Table 2
Variable Indicator

Independent Variables	
Variables	Indicator
Promotion (Karmila et al., 2023)	1. Promotion Frequency 2. Promotion Quantity 3. Promotion Time
Live Streaming (Rahmawati et al., 2023)	1. Streamer Attraction 2. Trust 3. Skill
Fashion Involvement (Aprianur, 2020)	1. Attention to Fashion Trends 2. Personal Style Exploration 3. Self Confidence in Appearance
Dependent Variable	
Impulsive Buying (Y) (Tumanggor et al., 2022)	1. Attractive Offers 2. Fast Purchase Decision 3. Purchasing Dominated by Desire

F. Data collection technique

1. Data collection technique

a. Questionnaire

To collect data, this study used a questionnaire. A survey is a data collection method that involves respondents being given written questions and statements to answer. (Sujarweni, 2022) . The questionnaire used in this study used Semantic Differential measurement. Semantic differential is a scale used to measure certain attitudes or characteristics of respondents. In the questionnaire, the researcher used 10 answer categories (Sugiyono, 2017) .

b. Observation

Observation is a clearly structured process for observing various biological and psychological processes (Sugiyono, 2017) . This study conducted observations on students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

c. Documentation

Documentation is a data collection method that involves taking information from available documents or archives. (Sujarweni, 2022) . In this study, documentation is used to collect data related to the profile of PT. Shopee International Indonesia.

G. Research Instrument Test

1. Validity Test

According to Nugroho (2019) Validity test indicates how accurate the instrument is in measuring. The instrument is considered valid if the questions in the questionnaire are able to accurately describe what is being measured. Validity is measured by comparing the values r_{count} with t_{table}. If r_{count} greater than t_{table}, then the variable is declared valid and vice versa.

2. Reliability Test

Reliability testing aims to evaluate the consistency of a measuring instrument, namely how reliable and consistent the measuring instrument is after repeated measurements. A questionnaire is considered reliable if the results of repeated measurements show high consistency, with an alpha value of at least 0.7.

H. Data analysis

In statistical analysis, there are several special software that are often used to process data, such as SPSS. This program is known for its ease of obtaining, installing, and using it. This study uses the SPSS version 25 program for data analysis.

1. Classical Assumption Test

The classical assumption test is a series of tests conducted in linear regression analysis to ensure that the regression model meets the requirements needed for the analysis results to be reliable and have high validity. If the classical assumptions are not met, the results of the regression analysis may be invalid because the parameter estimates produced by the OLS method may be inefficient or inconsistent. Therefore, the classical

assumption test is an important step in the data analysis process. (Sujarweni, 2022) .

a. Normality Test

The normal distribution test is a test to determine whether data is normally distributed or not (Zahriyah et al., 2021) . If the data studied is not normally distributed, parametric statistics should not be used. Data normality can be measured by the Kolmogorov-Smirnov Goodness of Fit Test. With the decision rule if the significance is greater than $\alpha = 0.05$ (5% error rate), it can be said that the data is normal (Indartini et al., 2024) .

b. Multicollinearity Test

The multicollinearity test is intended to test whether there is a perfect or definite linear relationship between some or all of the explanatory variables in the regression model. If the explanatory variables are correlated with each other, it will be very difficult to separate their respective influences and to obtain good estimates for the regression coefficients. The presence or absence of multicollinearity symptoms in the proposed multiple linear regression model can be detected by looking at the VIF (Variance Inflation Factor). In general, if VIF ≥ 10 or tolerance ≤ 0.10 then the variable has a multicollinearity problem (Indartini et al., 2024)

c. Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is a difference in the residual variance between one observation and another. This study uses the Glesjer test by regressing the absolute residual against the independent variable. The decision about heteroscedasticity is based on the significance value. Heteroscedasticity is considered not to occur if the significance value is greater than $\alpha = 0.05$, but is considered to occur if the significance value is less than or equal to $\alpha = 0.05$. (Sujarweni, 2022) .

2. Multiple Linear Regression Analysis

Multiple regression analysis is a data analysis method used to assess the influence of several independent variables on one dependent variable simultaneously (Sujarweni, 2022) . For multiple regression analysis, the linear equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information :

Y: Impulsive Buying Behavior (Dependent Variable)

a : Constant Number

b_1: Regression coefficient of Promotion (Independent Variable)

b_2:Regression coefficient of Live Streaming Selling (Independent Variable)

X_1: Promotion (Independent Variable)

X_2: Live Streaming Selling (Independent Variable)

e : Standard Error

a. Coefficient of Determination (R^2)

Test of determination coefficient (R^2) The determination coefficient test measures how much the independent variable affects the dependent variable. The determination coefficient has a value range between 0 and 1. The higher the value R^2, the greater the ability of the independent variable to explain the dependent variable.

b. Hypothesis Testing

1. Partial Significance Test (T-Test)

The partial significance test aims to determine whether the relationship between each independent variable (X) and the dependent variable (Y) is statistically significant. The decision in this t-test is based on the significance value (p-value) . If the p-value is less than or equal to the specified significance level (usually $\alpha = 0.05$), then the relationship between the independent variable and the dependent variable is considered statistically significant. The basis for returning the t-test is as follows:

1) If the sig. value < 0.05 or t count > t table, then there is a significant influence of variable X on variable Y.

2) If the sig. value > 0.05 or t count < t table, then there is no significant influence of variable X on variable Y.

2. Simultaneous Significance Test (F Test)

This test is used to determine the effect of independent variables simultaneously on the dependent variable. This test is done by comparing f count with f_{table}. The F test assessment criteria are if the sig value <0.05 orf_{count} > f_{tabel}, then it indicates that there is a simultaneous influence of independent variables on the dependent variable. Conversely, if the sig value is > 0.05 or f_{count}< f_{table}then there is no simultaneous influence of independent variables on the dependent variable (Sihabudin et al., 2021).

CHAPTER IV

RESULTS AND DISCUSSION

A. Overview of Research Subjects

1) PT. Shopee International Indonesia Profile

Shopee is a commercial electronic site headquartered in Singapore owned by Sea Limited, which was founded in 2009 by Forrest Li (Widodo et al., 2022) . Shopee is an e-commerce business-based company under the Sea Group company (Gudiato et al., 2022) . PT. Shopee International Indonesia is a subsidiary of Sea Group, a global technology company headquartered in Singapore. Shopee was first launched in 2015 as a mobile-first platform designed to facilitate online buying and selling activities. Shopee is present in various countries in Southeast Asia such as Indonesia, Malaysia, Thailand, Taiwan, the Philippines, and countries in Latin America. Shopee's operations in Indonesia and other countries are supported by a local approach that is tailored to the needs and preferences of each market(Devi et al., 2023) .

Shopee is known for its various interesting features such as Shopee Mall, Shopee Coin, Shopee Pay, Shopee PayLater, Free Shipping Vouchers and Shopee Games. Shopee Mall is an exclusive area that provides products from official and trusted brands, where customers are guaranteed to get 100% original products with a return policy of up to 7 days. Shopee Coins are a form of cashback that is given every time a user shops and can be exchanged for a discount on the next transaction. ShopeePay, as Shopee's digital wallet that makes payments easy and often offers cashback or additional discounts when used (Fauziah et al., 2022) .

Next, the Shopee PayLater feature allows users to shop now and pay later with installments or payments at the end of the month. Shopee also offers a variety of free shipping vouchers, including without a minimum purchase or for certain products. Shopee Live allows direct interaction

between sellers and buyers. In addition, Shopee has mini-games such as Shopee Tanam, Shopee Candy, Shopee Bubble, and Shopee Lucky Prize, where users can play to earn coins, vouchers, or other prizes. (Islamiati et al., 2023) .

Image 4.1
Various Shopee Features
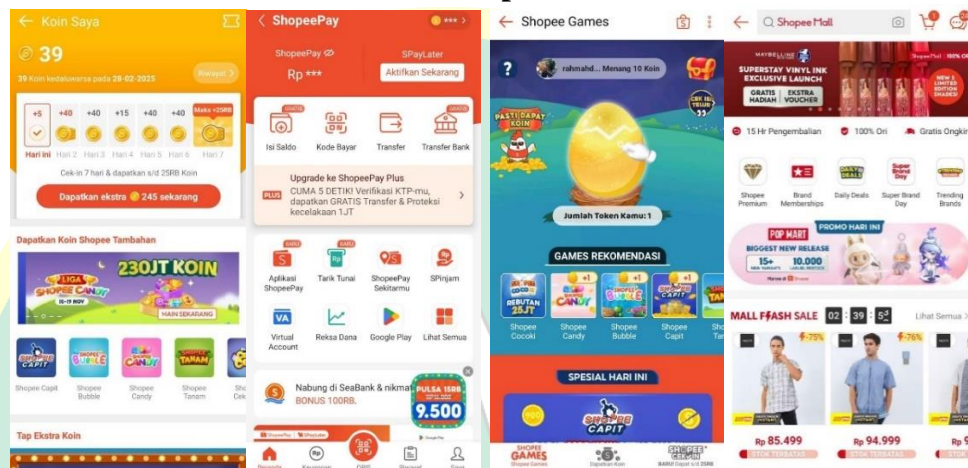
Source: Shopee.id

Shopee supports Micro, Small, and Medium Enterprises (MSMEs) in Indonesia through various training and support programs, such as the Twin Date Campaign , which focuses on empowering local MSMEs. Shopee also holds education and training programs to support the digitalization of MSMEs. Shopee also has logistics partners throughout Indonesia to ensure fast and reliable delivery of goods. Programs such as Shopee Express help speed up the delivery of goods from sellers to consumers in various regions (Ningrum et al., 2023) .

2) Fashion products on Shopee

In this digital era, fashion products have become one of the most popular categories on various e-commerce platforms, including Shopee, which offers a variety of fashion products that can meet the needs of consumers from various age segments, styles, and preferences (Hady et al., 2024) . Thanks to its wide reach and ease of transactions, Shopee

has become the main choice for many consumers to meet their daily fashion needs.

The main factor supporting the popularity of fashion products on Shopee is the diversity and wide availability of products (Rustam et al., 2022) . Shopee presents a wide variety of fashion choices, ranging from casual, formal, sportswear, to traditional and Muslim clothing. These products are offered by various sellers, ranging from local micro, small, and medium enterprises (MSMEs) to international brands (Hady et al., 2024) .

Image 4.2
Fashion Product Categories on Shopee Application
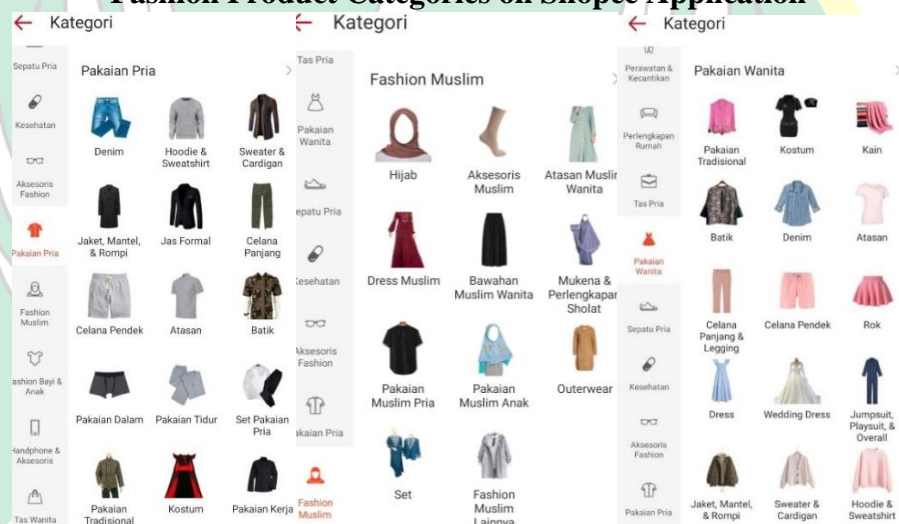
Source: Shopee.co.id

The advantage of fashion products on Shopee lies in the variety of price ranges and various discount offers that are often held, especially during big campaigns such as Shopee 9.9, Shopee 10.10, and Shopee 12.12. (Ningrum et al., 2023) . In addition, Shopee offers convenience for consumers looking for fashion products from well-known brands through the Shopee Mall feature, which guarantees original and quality products from official stores. This feature allows consumers to shop with more confidence, because the quality and originality of the product are more guaranteed (Maulana et al., 2020) .

From a seller's perspective, Shopee provides ample opportunities to market fashion products to a wider audience (Rahmanisa et al., 2022) . The platform provides various features such as live streaming , digital advertising campaigns, and sales analytics to help sellers understand market trends and improve marketing strategies. Through rapid development and innovation in the shopping experience, Shopee is not just a place to buy fashion products, but also plays an important role in shaping fashion trends and changing consumer shopping behavior in Indonesia (Kirom et al., 2024) .

B. Respondent Characteristics

This study was conducted on 118 respondents taken from the population of UIN Prof. KH Saifuddin Zuhri Purwokerto students who had purchased fashion products on the Shopee e-commerce and the nominal amount was unknown. In this study, the sampling method was *nonprobability sampling* with *incidental sampling techniques* . In this technique, the sample is determined by chance, meaning that anyone who happens to meet the researcher can be used as a sample (Sugiyono, 2017) . The characteristics of the respondents in this study are:

1. Respondent characteristics based on semester level

Respondents in this study were students of UIN Prof. KH Saifuddin Zuhri Purwokerto totaling 118 respondents. From the results of the questionnaire filled out by 118 respondents, the characteristics of respondents were found based on the semester level of study, including:

Table 3.1

Respondent Characteristics Based on Semester

No.	Semester	Amount	Presentation
1	One	17	14%
2	Three	23	19%
3	Five	18	15%
4	Seven	34	29%
5	Nine	26	22%
	Total	118	100%

Source: Processed Primary Data, 2024

Table 3.1 shows that there are 17 respondents or 14% of first semester students, 23 or 20% of third semester students, 18 or 15% of fifth semester students, 34 or 29% of seventh semester students and 26 or 22% of ninth semester students. So it can be concluded that shopee e-commerce users are dominated by seventh semester students as much as 2%.

2. Respondent Characteristics Based on Faculty

The characteristics of respondents based on faculty categories at UIN Prof. KH Saifuddin Zuhri Purwokerto can be presented in the following table.

Table 3.2
Respondent Characteristics Based on Faculty

No.	Faculty	Number of Respondents	Presentation
1.	Faculty of Islamic Economics and Business	44	37%
2.	Faculty of Sharia	23	19%
3.	Faculty of Tarbiah and Teacher Training	37	31%
4.	Faculty of Da'wah	12	10%
5.	Faculty of Usuluddin, Adab and Humoria	2	2%
	Total	118	100%

Source: Primary Data collected, 2024

Based on the results of filling out the questionnaire from 118 respondents, it resulted that as many as 44 respondents or 37% of respondents came from the Faculty of Islamic Economics and Business, 23 respondents or 19% of respondents came from the Faculty of Sharia, 37 respondents or 31% of respondents came from the Faculty of Tarbiah and Teacher Training, 12 or 10% of respondents came from the Faculty of Da'wah and 2 or 2% of respondents came from the Faculty of Ushuluddin, Adab and Humoria.

3. Respondent Characteristics Based on Frequently Used *Marketplaces*

Based on the results of filling out the questionnaire in the marketplace category that is frequently used by respondents, it can be presented in the following table:

Table 3.3
Respondent Characteristics Based on Frequently Used Marketplaces

No.	*Marketplace*	Amount	Presentation
1.	Shopee	104	89.1%
2.	Lazada	5	4.2%
3.	Tokopedia	3	2.5%
4.	Zalora	3	2.5%
5.	TiktokShop	2	1.7%
	Total	118	100%

Source: Processed Primary Data, 2024

According to table 4.3, the results show that 89.1% of respondents often use the Shopee *marketplace* , followed by Lazada 4.2%, Tokopedia 2.5%, Zalora 2.5% and TiktokShop 1.7%. So it can be concluded that Shopee is the most frequently visited *marketplace* . Where this is supported by data from databooks.katadata.id which states that Shopee is *an e-commerce* with the most visitors (Ahdiat, 2023) .

4. Respondent Characteristics Based on Fashion Product Shopping Experience Through Shopee Live Streaming

Based on the results from 118 respondents, the characteristics of respondents based on their experience of shopping for fashion products via Shopee Live Streaming can be seen as follows:

Table 3.4
Respondents Based on Experience of Shopping for Fashion Products Through Shopee Live Streaming

No.	Ever Bought Fashion Products via Shopee Live Streaming	Amount	Presentation
1.	Yes	104	88.1%
2.	No	14	11.9%
	Total	115	100%

Source: Processed Primary Data, 2024

From the data obtained, it shows that 104 respondents or 88.1% have shopped for fashion products through live streaming shopee and 14 respondents or 11.9% have never shopped for fashion products through live streaming shopee. So it can be concluded that the respondents of UIN Prof. KH Saifuddin Zuhri Purwokerto students in this study have shopped for fashion products through Live Streaming Shopee.

5. Respondent Characteristics Based on Frequency of Shopping for Fashion Products on the Shopee Application

Based on the results from 118 respondents, the characteristics of respondents based on the frequency of shopping for fashion products on the Shopee application can be seen as follows.

Table 3.5

Respondent Characteristics Based on Frequency of Shopping for Fashion Products on the Shopee Application

No.	Shopping Frequency	Amount	Presentation
1.	Not routine every month	51	43.2%
2.	2 times in one month	28	23.7%
3.	1-5 times a month	27	22.9%
4.	More than 5 times in a month	12	10.2%
	Total	118	100%

Source: Processed Primary Data, 2024

From the processed data results, it shows that 51 respondents or 43.2% do not routinely shop for fashion products every month, 28 respondents or 23.7% of respondents shop for fashion products at least 2 times in one month, 27 respondents or 22.9% shop for fashion products 1-5 times in one month and 1 2 respondents or equivalent to 10.2% shop for fashion products more than 5 times in one month. So it can be concluded that not all students of UIN Prof. KHSaifuddin Zuhri Purwokerto routinely shop for fashion products on the Shopee application every month.

6. Respondent Characteristics Based on Determining Factors for Purchasing Fashion Products on the Shopee Application

Based on the results of 118 respondents, it can be seen that the characteristics of respondents based on the determining factors for purchasing fashion products on the Shopee application are as follows.

Table 3.6

Respondent Characteristics Based on Determining Factors for Purchasing Fashion on the Shopee Aplication

No.	Determining Factors	Amount	Presentation
1.	More discount options	75	63.6%
2.	More affordable prices	43	36.4%
	Total	118	100%

Source: Processed Primary Data, 2024

From the processed data, it can be seen that 75 respondents or equivalent to 63.6% chose the factor of shopping for fashion products on the Shopee application with more discount options and as many as 43 respondents or equivalent to 36.4% made the more affordable price factor as a determinant of purchasing fashion products on the Shopee application. So it can be concluded that the many discount options offered on the Shopee application determine the purchase of fashion products on the Shopee application.

C. Analysis Results

1) Research Instrument Test

a. Validity Test

According to Nugroho (2019) Validity test indicates how accurate the instrument is in measuring. The instrument is considered valid if the questions in the questionnaire are able to accurately describe what is being measured. Validity is measured by comparing the values r_{count} with t_{table}. If r_{count} is greater than t_{table}, then the variable is declared valid and vice versa. The

valuer$_{table}$ can be found in the statistical table with a significance of 0.05 by determining the rtable value using the formula df = N-2. In this validity test, the researcher used 30 respondents. So 30 – 2 = 28 and the table is 0.3610.

Table 4.1

Validity Test Rresults

Variables	Item No.	Grade r_{count}	Grade r_{table}	Information
Promotion (X1)	1	0.910	0.361	Valid
	2	0.881	0.361	Valid
	3	0.776	0.361	Valid
	4	0.841	0.361	Valid
	5	0.783	0.361	Valid
	6	0.826	0.361	Valid
	7	0.848	0.361	Valid
Live Streaming Selling (X2)	1	0.678	0.361	Valid
	2	0.685	0.361	Valid
	3	0.713	0.361	Valid
	4	0.737	0.361	Valid
	5	0.741	0.361	Valid
	6	0.777	0.361	Valid
	7	0.761	0.361	Valid
Fashion Involvement (X3)	1	0.764	0.361	Valid
	2	0.819	0.361	Valid
	3	0.641	0.361	Valid
	4	0.829	0.361	Valid
	5	0.776	0.361	Valid
	6	0.709	0.361	Valid
	7	0.835	0.361	Valid
Purchase Impulsive (Y)	1	0.726	0.361	Valid
	2	0.669	0.361	Valid
	3	0.844	0.361	Valid
	4	0.886	0.361	Valid
	5	0.847	0.361	Valid
	6	0.857	0.361	Valid
	7	0.834	0.361	Valid

Source: SPSS Data Processing Results

Based on table 4.1, it can be seen that the results of the validity test calculations for each question item show a value r_{count}

greater than t_{tablel}. Then the variables Promotion (X1), Live Streaming Selling (X2), Fashion Involvement (X3) and Impulse Buying (Y) are said to be valid. Therefore, the questionnaire used in this study is reliable and feasible to use.

b. Reliability Test

Reliability testing aims to evaluate the consistency of a measuring instrument, namely how reliable and consistent the measuring instrument is after repeated measurements. A questionnaire is considered reliable if the results of repeated measurements show high consistency, with an alpha value of at least 0.7.

Table 4.2

Reliability Test Result

Variables	Croanbach Alpha Calculation Value	Information
Promotion (X1)	0.926	Reliable
Live Streaming Selling (X2)	0.850	Reliable
Fashion Involvement (X3)	0.884	Reliable
Impulse Purchase (Y)	0.913	Reliable

Source: SPSS Data Processing Results

In table 4.2 it can be seen that all items in Promotion (X1), Live Streaming Selling (X2), Fashion Involvement (X3) and Impulse Buying (Y) are declared reliable. Proven by *Croanbach alpha* each of which is more than 0.7. Therefore, it can be concluded that all aspects of the research are reliable and can be continued with further testing.

2) Classical Assumption Test

a) Normality Test

The normal distribution test is a test to determine whether data is normally distributed or not (Zahriyah et al., 2021) . If the data studied is not normally distributed, parametric statistics should not be used. Data normality can be measured by the Kolmogorov-

Smirnov Goodness of Fit Test. With the decision rule if the significance is greater than α = 0.05 (5% error rate), it can be said that the data is normal (Indartini et al., 2024) .

Table 5.1
Normality Test
One-Sample Kolmogrov-Smirnov Test

		Unstandardized and Residual
N		118
Normal Parameters [a,b]	Mean	0.000000
	Std. Deviation	0.031337263
Most Extreme Differences	Absolute	0.194
	Positive	0.093
	Negative	-0.194
Test Statistics		0.194
Asymp. Sig. (2-tailed)		0.102 [c]

a. Test distribution is Normal
b. Calculated from data
c. Liliefors Significance Correction.
Source: SPSS Data Processing, 2024

From table 5.1 it can be concluded that the significance value of Exact Sig. (2-tailed) of 0.102 is greater than 0.05 indicating that the data has a normally distributed residual value. Therefore, the normality requirements in the model have been met.

b) Multicollinearity Test

The multicollinearity test is intended to test whether there is a perfect or definite linear relationship between some or all of the explanatory variables in the regression model. If the explanatory variables are correlated with each other, it will be very difficult to separate their respective influences and to obtain good estimates for the regression coefficients. The presence or absence of multicollinearity symptoms in the proposed multiple linear regression model can be detected by looking at the VIF (Variance Inflation Factor). In general, if VIF ≥ 10 or tolerance ≤ 0.10 then the variable has a multicollinearity problem (Indartini et al., 2024) .

Table 5.2
Multicollinearity Test Result
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promotion	0.407	2,459
	Live Streaming Selling	0.618	1,619
	Fashion Involvement	0.576	1,735

a. Dependent Variable: Impulse Buying
Source: SPSS data processing results, 2024

Based on table 5.2, it can be seen that the VIF value for each independent variable is <10, namely the Promotion variable (X1) of 2.459 Live Streaming Selling (X2) of 1.619 and Fashion Involvement (X3) of 1.735. With a tolerance value for each independent variable> 0.10, namely Promotion (X1) of 0.407 Live Streaming Selling (X2) of 0.618 and Fashion Involvement (X3) of 0.576. Thus, based on the VIF and tolerance values for each independent variable, it can be concluded that the multiple linear regression model does not experience multicollinearity, which means there is no strong correlation between the independent variables so that it can be used for research.

c) Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is a difference in the residual variance between one observation and another. This study uses the Glesjer test by regressing the absolute residual against the independent variable. The decision about heteroscedasticity is based on the significance value. Heteroscedasticity is considered not to occur if the significance value is greater than $\alpha = 0.05$ but is considered to occur if the significance value is less than or equal to $\alpha = 0.05$. (Sujarweni, 2022) .

Table 5.3
Heteroscedasticity Test Result
Coefficientsa

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B	Error	Beta		
1	(Constant)	5.95	3,516		1,696	0.093
	Promotion	-0.058	0.076	-0.107	-0.761	0.448
	Live Streaming Selling	0.132	0.075	0.202	1,772	0.179
	Fashion Involvement	-0.112	0.053	-0.251	-2,130	0.135

a. Dependent Variable: ABS_RES
Source: SPSS data processing results, 2024

From table 5.3, it can be concluded that each variable has a significance > 0.05, as evidenced by the sig. Promotion (X1) value of 0.448 Live Streaming Selling (X2) of 0.179 and Fashion Involvement (X3) of 0.135. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model used.

3) Multiple Linear Regression Analysis

Multiple regression analysis is a data analysis method used to assess the influence of several independent variables on one dependent variable simultaneously (Sujarweni, 2022) . For multiple regression analysis, the linear equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y: Impulsive Buying Behavior (Dependent Variable)

a : Constant Number

b_1: Regression coefficient of Promotion (Independent Variable)

b_2:Regression coefficient of Live Streaming Selling (Independent Variable)

X_1: Promotion (Independent Variable)

X_2: Live Streaming Selling (Independent Variable)

e : Standard Error

Table 6.1

Multiple Linear Regression Analysis Results

Coefficients [a]

Model		Unstandardized Coefficients	Std.	Standardized Coefficients	t	Sig.
		B	Error	Beta		
1	(Constant)	0.405	4,903		0.083	0.940
	Promotion	0.340	0.107	0.244	3,187	0.002
	Live Streaming Selling	-0.190	0.104	-0.113	-1,822	0.007
	Fashion Involvement	0.822	0.073	0.720	11,200	0,000

a. Dependent Variable: Impulse Buying

Source: SPSS data processing results

From table 6, it can be seen that there is a multiple linear regression equation between the promotion variables (X1), live streaming selling (X2) and fashion involvement (X3) on impulsive purchases (Y) of fashion products on the Shopee application, namely:

$$Y = 0.405+0.340\ X_1+-0.190\ X_2+0.822\ X_3+e$$

The explanation of the multiple linear regression equation is as follows:

a) Regression equation $Y = 0.405+0.340\ X_1+-0.190\ X_2+0.822\ X_3+e$ shows that the positive constant number value means that if the promotion variables (X1), live streaming selling (X2) and Fashion Involvement (X3) are all zero, then the impulsive purchase (Y) will be 0.373.

b) $b_1 = 0.340$ means the coefficient value of the Promotion variable (X1) has a positive value on impulsive buying (Y), meaning the promotion variable has a positive influence on impulsive buying (Y). In other words, if promotion (X1) increases by one unit, then impulsive buying (Y) will increase by 0.340 assuming other variables remain constant.

c) $B_2 = -0.190$ means the coefficient value of the live streaming selling variable (X2) is negative for impulsive buying (Y) which

indicates that the live streaming selling variable (X2) has a negative effect on impulsive buying (Y). In other words, if live streaming selling (X2) increases by one unit, then impulsive buying (Y) will increase by -0.190 assuming other variables remain constant.

d) $B_3 = 0.822$ means the coefficient value of the fashion involvement variable (X3) is positive for impulsive buying (Y) which indicates that the fashion involvement variable (X2) has a positive influence on impulsive buying (Y). In other words, if fashion involvement (X2) increases by one unit, then impulsive buying (Y) will increase by 0.822 assuming other variables remain constant.

a. Coefficient of Determination (R^2)

Test of determination coefficient (R^2) The determination coefficient test measures how much the independent variable affects the dependent variable. The determination coefficient has a value range between 0 and 1. The higher the $R^{2\,value}$, the greater the ability of the independent variable to explain the dependent variable.

Table 7.1
R2 Determinant Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845 [a]	0.728	0.721	7,528

a. Predictors: (Constant), Fashion Involvement, Live Streaming Selling, Promotion [a]

Source: SPSS data processing results, 2024

From table 7.1 it can be seen that the Adjusted R Square value is 0.721. Therefore, it can be concluded that Promotion (X1), Live Streaming Selling (X2) and Fashion Involvement (X3) influence Impulse Buying (Y) by 72.1% while the remaining 27.9% is influenced by other variables.

b. Hypothesis Testing

1) Partial significance test (t-test)

The partial significance test aims to determine whether the relationship between each independent variable (X) and the dependent variable (Y) is statistically significant. The decision in this t-test is based on the significance value (p-value) . If the p-value is less than or equal to the specified significance level (usually $\alpha = 0.05$), then the relationship between the independent variable and the dependent variable is considered statistically significant. The basis for returning the t-test is as follows:

a) If the sig. value < 0.05 or t count > t table, then there is a significant influence of variable X on variable Y.

b) If the sig. value > 0.05 or t count < t table, then there is no significant influence of variable X on variable Y.

Table 7.2
Partial Significance Test Results (t-Test)
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.405	4,903		0.083	0.940
	Promotion	0.340	0.107	0.244	3,187	0.002
	Live Streaming Selling	-0.190	0.104	-0.113	-1,822	0.007
	Fashion Involvement	0.822	0.073	0.720	11,200	0,000

a. Dependent Variable: Impulse Buying
Source: SPSS data processing results

Based on table 7.2, the sig. value of the promotion variable (X1) on impulsive buying (Y) is 0.002, which is less than 0.05. Therefore, H1 is accepted and it can be concluded that partially promotion (X1) has a significant influence on impulsive buying.

Furthermore, from the table it can also be seen that the sig. value of the live streaming selling variable (X2) on impulsive

buying (Y) is 0.007 which is less than 0.05. Therefore, H2 is accepted and it can be concluded that partially live streaming selling (X2) has a significant influence on impulsive buying.

Then from table 7.2 it can also be seen that the sig. value of the fashion involvement variable (X3) on impulsive buying (Y) is 0.000 which is less than 0.05. Therefore, H 3 is accepted and it can also be concluded that partially fashion involvement (X3) has a significant influence on impulsive buying (Y).

2) Simultaneous Significance Test (F Test)

This test is used to determine the effect of independent variables simultaneously on the dependent variable. This test is done by comparing f count with F_{tabel}. The F test assessment criteria are if the sig value < 0.05 or F_{count} > F_{table}, then it indicates that there is a simultaneous influence of independent variables on the dependent variable. Conversely, if the sig value is > 0.05 or F_{count} < F_{table} then there is no simultaneous influence of independent variables on the dependent variable (Sihabudin et al., 2021).

Table 7.3
Simultaneous Significance Test Results (F-Test)
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17358,782	3	5778,594	101,961	0.000 [b]
	Residual	6460,870	114	56,674		
	Total	23796,653	117			

a. Dependent Variable : Impulse Buying
b. Predictors: (Constant), Fashion Involvement, Live Streaming Selling, Promotion

Source: SPSS data processing results, 2024

From table 7.3 it is known that the sig. value is 0.000 < 0.05. Therefore it can be concluded that H 4 promotion variables (X1),

Live Streaming Selling (X2) and fashion involvement (X3) have an influence on impulsive buying (Y) simultaneously.

D. Discussion of research results

a. The Effect of Promotions on Impulsive Buying

Based on the results of testing hypothesis 1, H$_1$ is accepted, meaning that the promotion variable has a significant positive influence on impulsive buying. Where this is in line with previous research conducted by Hidayati (2023) which states that promotion has an effect on impulsive buying behavior. on Students in Purwokerto because of the many promotions carried out on the internet to increase sales, especially encouraging students to buy impulsively. This is also in line with research from Chan et al., (2022) , Elinda & Hastuti (2024) and Sarmin et al., (2023) which states that Promotion has a significant influence on impulse buying on the Shopee marketplace, meaning that if promotion is increased, impulse buying will also increase . However, this is contrary to research by Maley et al., (2020) which states that Promotions carried out by Shopee cannot influence students to make impulsive purchases. Therefore, based on the latest findings, it can be concluded that promotion has an effect on impulsive purchases among students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

The conditions of this study are in line with the *Stimulus Organism Response* (SOR) Theory which explains that environmental *stimuli can influence organisms* (consumers) which then produce *a response* in the form of action, namely purchasing (Rahmat Abidin et al., 2021) . When consumers are exposed to stimuli in the form of attractive promotions, such as discounts or loyalty programs, consumers can be stimulated to make unplanned purchases. This can be used as a reference for consumers when buying online . Thus, buyers can use promotions to gain benefits in purchases (Afif et al., 2020) .

Image 4.3
Promotions on Shopee E-Commerce
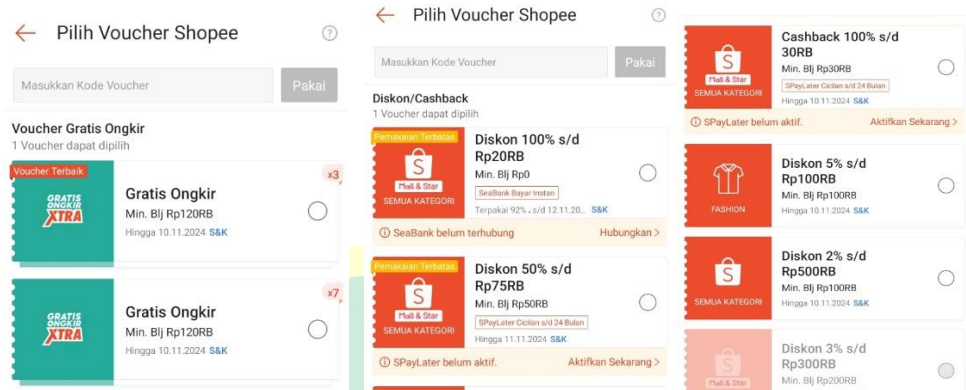
Source: Shopee.id

Shopee, as one of the largest e-commerce platforms in Southeast Asia, offers a variety of promotional systems designed to attract consumer interest, especially in fashion products. (Rustam et al., 2022) . This promotional system focuses on various forms of offers, discounts, and attractive features designed to encourage consumers to make purchases, both planned and impulsive (AR Putri, 2022) . Shopee also offers various discount promos and direct price cuts, both from Shopee and from individual sellers. Shopping vouchers, cashback, and free shipping are additional incentives that make the shopping experience on Shopee even more attractive. Consumers also often get free shipping vouchers, which reduce shipping costs and make online shopping more affordable (Maulana et al., 2020) .

Based on the questions given in the questionnaire regarding the types of promotions that make consumers interested in shopping for fashion products on the Shopee application, various answers were found. Among them, they chose promotions such as big discounts, free shipping, and special discounts on double dates. Some consumers also believe that the amount of promotion offered sometimes makes them make unplanned purchases which usually occur when they have enough free time and the percentage of promotions given is greater than usual. This shows that the greater the percentage of promotions given by Shopee can encourage consumers to make purchases.

In this study, it is proven that promotions on fashion products have a positive influence on impulsive purchases. Promotions given to consumers can be the basis for planned or unplanned purchasing decisions. Then, promotions given by Shopee also have an impact on sellers in order to increase sales volume and accelerate stock turnover, thereby reducing the risk of loss from piling up stock.

b. The Influence of Live Streaming Selling on Impulse Buying

Based on the results of hypothesis testing 2, H_2 is accepted, meaning that the live streaming selling variable has a significant negative effect on impulsive buying. This is in line with research conducted by Safira et al., (2024) , Kinanti et al., (2024) , Budianto & Kusuma, 2024) and Yulius & Aprillia, (2023) which states that Live Streaming Selling has a positive impact on impulsive purchases where the more skilled the seller is at explaining their products in detail, building interactions with the audience, it is possible that impulsive purchases will occur . Therefore, based on the results of the latest research, it states that live streaming selling has a positive effect on impulsive purchases.

This is in line with the Cue Utilization Theory or commonly called the Cue Utilization Theory where this theory states that consumers use cues from the environment to evaluate products and make purchasing decisions (Prasetyanto, 2022) . In live streaming, cues such as product visualizations, detailed explanations, and direct responses from sellers help consumers process information quickly. When these cues are delivered in an interesting and informative way, consumers are encouraged to make quick purchasing decisions because they feel they have a sufficient understanding of the product, even though there is no initial plan to buy.

Image 4.4
Live Streaming Selling on E-Commerce Shopee
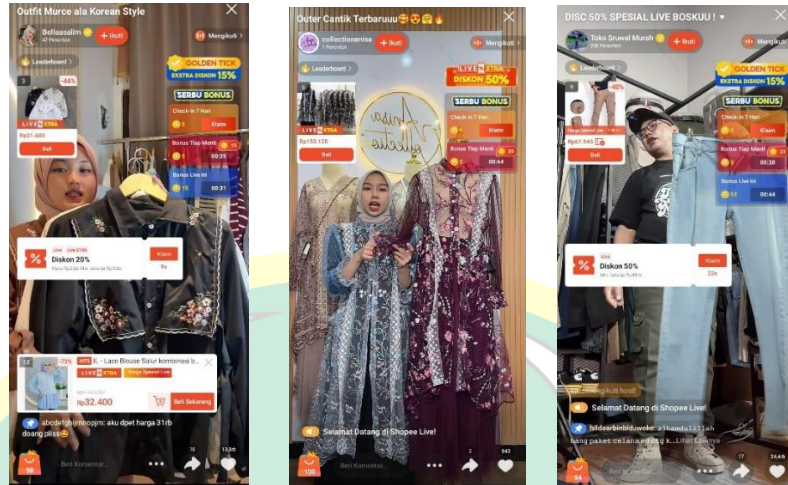
Source: Shopee.id

Shopee has developed a live streaming selling system that is increasingly popular among fashion product sellers. This feature allows sellers to display products directly to consumers, providing a more interactive shopping experience similar to shopping in a physical store(Sari et al., 2023) . The live streaming selling system is also equipped with interactive features, such as a comments column where consumers can ask sellers directly and get instant responses. Where this can create two-way communication that not only helps consumers make decisions but also builds their trust and engagement with sellers(Wardhana, 2022) .

Based on the questions that have been given through the online questionnaire, there are several answers to the reasons why consumers buy fashion products during live streaming selling, namely the many exclusive discounts during live streaming, being able to interact with streamers, being able to see products in real-time and hosts who have product knowledge and are able to build an interactive atmosphere. Several consumers also gave other opinions regarding the advantages of buying fashion products during live streaming sessions, namely knowing aspects of the product, such as materials, design details, sizes, and mix and match styles.

In this study, live streaming selling has a positive influence on impulsive purchases of fashion products on Shopee e-commerce. This live streaming system is very useful for fashion product sellers because it allows them to reach a wider audience efficiently, even without a physical store. In addition, this feature helps sellers to take advantage of sales trends such as influencers , because many sellers collaborate with famous influencers or models to promote products during live streaming sessions, which increases the appeal of the product in the eyes of consumers.

c. The Influence of Fashion Involvement on Impulse Buying

Based on the results of testing hypothesis 3, H_3 is accepted, meaning that the fashion involvement variable has a significant positive effect on impulse buying. This is confirmed by research by Febriani et al., (2019) , Padmasari & Widyastuti (2022) , Arfia (2022) and Utama et al. (2021) whose research results show that fashion involvement has a significant positive effect on impulse buying behavior. However, this is contrary to research conducted by D. Putri & Rosha, (2020) which states that fashion involvement does not influential influential on impulsive buying . Therefore, based on the results of the latest research, it states that Fashion Involvement has a positive influence on impulsive buying.

This is in accordance with the hedonic consumption theory which focuses on consumer motivation to obtain pleasure and emotional experiences through purchases, explaining that consumers with high fashion involvement often buy fashion products not only for function, but also to obtain emotional satisfaction and enjoyment (Wijiyanto et al., 2023) . On Shopee, impulse purchases of fashion products are often driven by hedonic urges, especially when consumers find products that look interesting or are trending. The satisfaction of having the latest or unique fashion items drives impulse purchases as a way to satisfy emotional needs.

Based on the questions in the questionnaire, there are several answers related to the reasons why someone follows fashion trends, including being bored with the old appearance, wanting to appear the same as the surrounding environment, feelings of Fear Missing Out (FOMO), the influence of idols or celebrities, appearing different from people in their environment. Several consumers also answered that prestige and the desire to fulfill validation on social media are the reasons why someone follows trends so that without realizing it they have involvement in fashion and tend to make purchases that were not planned in advance.

This study found that fashion involvement has a positive influence on impulsive purchases of fashion products on the Shopee application. Customers who have high involvement in fashion are usually interested in trying new products and the latest collections offered by business actors. They are willing to explore new items and are often the first consumers to try the latest trends or styles. This benefits business actors because these new products can sell faster. It is not uncommon for free marketing to occur through word-of-mouth where people who are highly involved in fashion tend to share shopping experiences and product information with friends or on social media, especially if they like the products they buy.

d. The Influence of Promotion, Live Streaming Selling and Fashion Involvement on Impulse Purchases

Based on the results of hypothesis testing 4, H4 is accepted, meaning that the promotion, live streaming selling and fashion involvement variables have a positive influence on impulsive purchases simultaneously. This is in line with research conducted by Hady et al., (2024) , Safira & Novie (2024) and Sari & Kadi (2023) which states that Promotion creates a sense of urgency and attractive offers, live streaming sales increase customer engagement and trust, while fashion involvement

makes customers more open to impulsive purchases when consumers find products that match their interests.

Promotions in this study include discounts, cashback, and free shipping implemented by Shopee, which are proven to be one of the dominant factors that encourage students to make impulsive purchases. As students, this group has limited purchasing power but is very responsive to attractive price offers. In this context, promotions often provide economic justification for students to buy products without careful planning. The "fear of missing out" (FOMO) phenomenon due to limited-time promotions further strengthens impulsive buying behavior among students.

Live streaming selling on Shopee also plays a big role in building unplanned buying desires. Students who watch live streaming sessions are often influenced by live product demonstrations and reviews from sellers or influencers. This real-time interaction creates a sense of emotional closeness between sellers and buyers, and increases trust in the products offered. In addition, exclusive promotions during live streaming, such as additional discounts or direct gifts, further encourage buyers to make spontaneous decisions.

From an Islamic economic perspective, trading in the form of live streaming selling is considered appropriate if it prioritizes honesty, transparency, and does not contain elements of gharar (uncertainty) or tadlis (fraud). During the live session , the seller has the opportunity to explain directly and in detail about the product to prospective buyers, starting from the material, function, to size, so that consumers get a complete understanding of the goods they are going to buy. This principle of honesty is highly emphasized in Islam to avoid potential fraud or manipulation of information that can harm consumers.

Furthermore, fashion involvement represents how much interest students have in fashion trends. The results of the study showed that students with a high level of involvement in fashion are more prone to

impulsive purchases, especially when they find products that match their style preferences. Students who are especially active on social media tend to be motivated to follow the latest fashion trends as a form of self-expression. The availability of fashion products at affordable prices on Shopee is an additional trigger that drives impulsive buying behavior.

Simultaneous analysis of these three variables shows that promotions, live streaming selling, and fashion involvement have a strong synergistic effect on impulse purchases. Shoppers who watch live streaming with special promotional offers, especially those who have a high interest in fashion, tend to make impulse purchases faster. These results underscore the importance of marketing strategies that combine promotions and real-time interactions to enhance an engaging shopping experience for fashion consumers.

In addition, seen from the open questions in the questionnaire related to the factors that encourage students to make impulsive purchases of fashion products on the Shopee application, namely wanting to look different, following trends, peer influence, attractive fashion product models and promotions that make prices affordable. Even so, the factor of the dress code in organizational activities is also another cause of students at UIN Prof. KH Saifuddin Zuhri Purwokerto making sudden purchases and in large quantities even though for example a headscarf with the same color or a shirt with the same color. The activity of buying fashion products is no longer only to meet primary needs but has become a tertiary need Idris et al., (2019) . So that this is contrary to the principle of consumption in Islam that has been given in lectures.

However, the existence of the Super Brand Day brand day sale program implemented by Shopee which makes purchases outside or during live streaming sessions is also a factor that encourages students to buy fashion products on Shopee. Super Brand Day Sale is a larger promotional version of the Brand Day Sale, usually lasting for several days to a full week. This event is designed to provide bigger and more

exclusive discounts from well-known brands, with more attractive offers than regular promotions (Kurniawati et al., 2022) . Of course, during the brand day sale period, consumers can enjoy big discounts of up to 90% for products from certain brands, covering various categories such as fashion, electronics, beauty, and daily necessities, where these discounts can be used together with free shipping vouchers (Dewi et al., 2021) .

Image 4.5
Brand Day Sale Program on Shopee Aplication
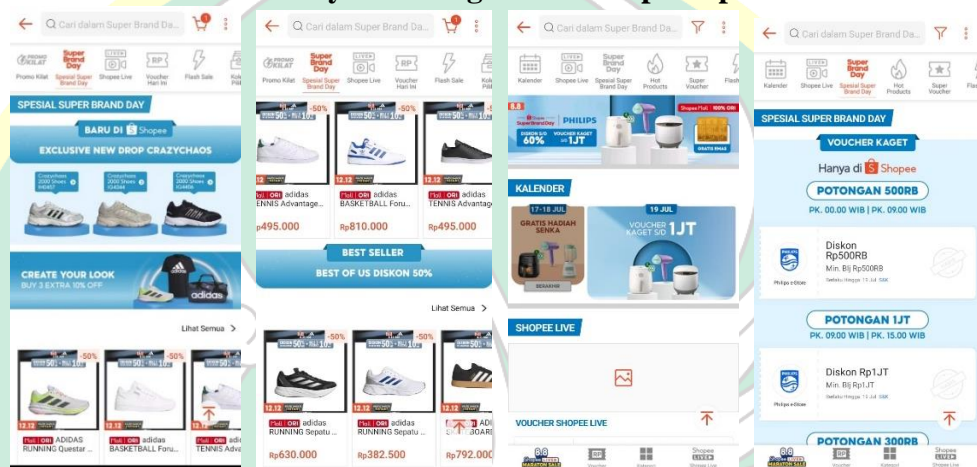
Source: Shopee.id

CHAPTER V

CLOSING

A. **Conclusion**

Based on the analysis that has been carried out, the following conclusions can be drawn:

1. Promotion variable (X1) has a positive effect on impulsive purchases (Y) of fashion products on the Shopee application for students of UIN Prof. KH Saifuddin Zuhri Purwokerto.

2. The Live Streaming Selling variable (X2) has a negative effect on impulsive purchases (Y) of fashion products on the Shopee application for students at UIN Prof. KH Saifuddin Zuhri Purwokerto.

3. The Fashion Involvement variable (X3) has a positive effect on impulsive purchases (Y) of fashion products on the Shopee application for students at UIN Prof. KH Saifuddin Zuhri Purwokerto.

4. The Promotion variable (X1), Live Streaming Selling variable (X2), and Fashion Involvement variable (X3) has a positive effect on impulsive purchases (Y) of fashion products on the Shopee application for students at UIN Prof. KH Saifuddin Zuhri Purwokerto.

B. **Suggestion**

Based on the results of the research, discussion and conclusions in the previous chapter, suggestions can be put forward to the parties related to this research with the hope that it can be useful and can be used as a reference for improvement. The suggestions include:

1. For Shopee Marketplace

For Marketplace Shopee, the results of this study can be used to design more personalized promotions according to consumer preferences, such as offering promotions based on certain fashion interests. Data-based analytics systems can be used to recommend products that match users' shopping habits. Furthermore, Shopee needs to continue to improve the quality of its live streaming features,

including involving influencers who are relevant to the target student audience and providing exclusive offers during live sessions.

2. For Students

For students as a consumer group that is prone to impulsive purchases, it is advisable to be more careful in responding to promotions or live streaming sessions. Financial literacy, such as making a monthly shopping budget, can help them avoid overspending. In addition, students are also advised to be more critical of the marketing strategies used by e-commerce platforms, by considering real needs before deciding to buy.

3. For Further Researchers

For further researchers, this study is expected to be used as a reference material by adding other variables that can influence impulsive purchases of fashion products. Where the results of the determination coefficient test are known to be 72.1%, meaning that there are still other variables that influence impulsive purchases by 27.1%. Such as brand image, Shopping Life Style and ease of Payment.
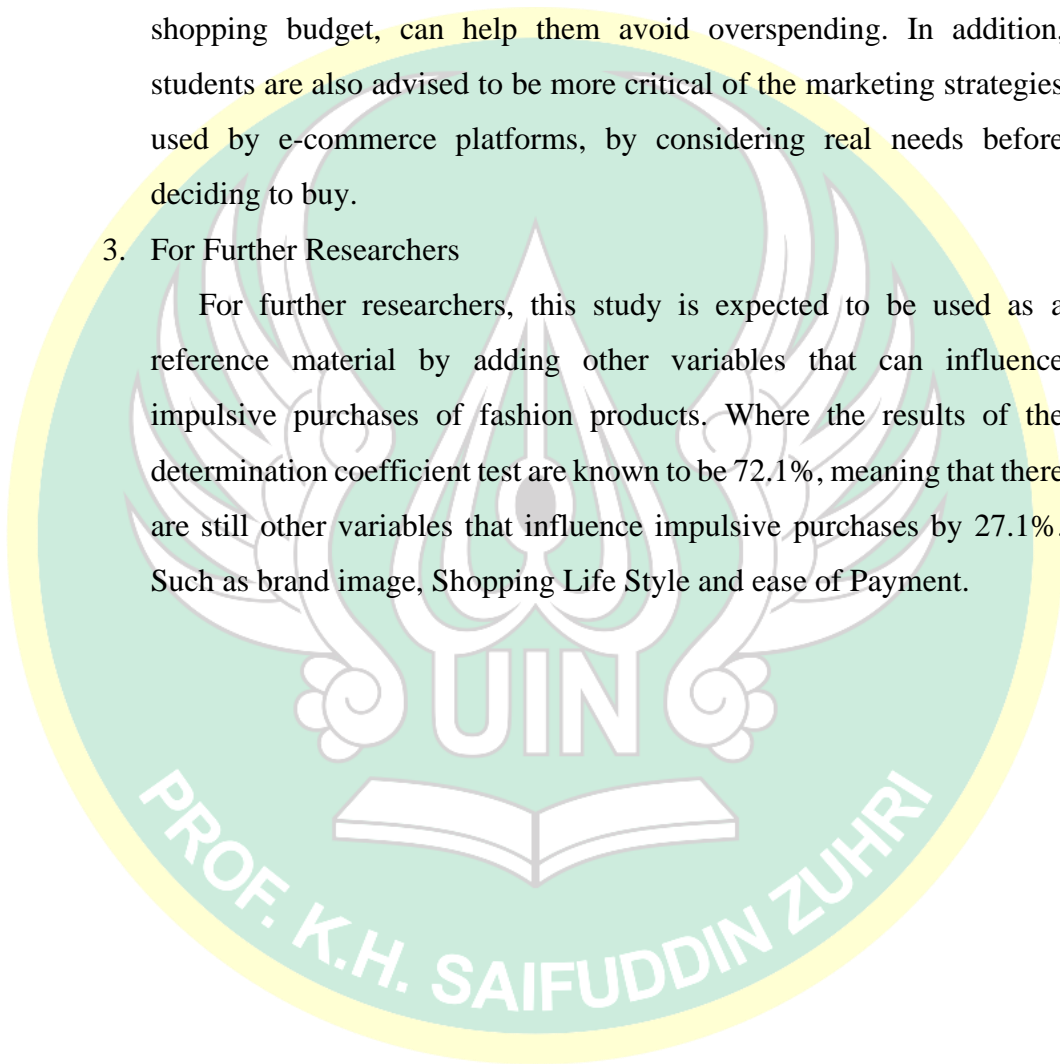
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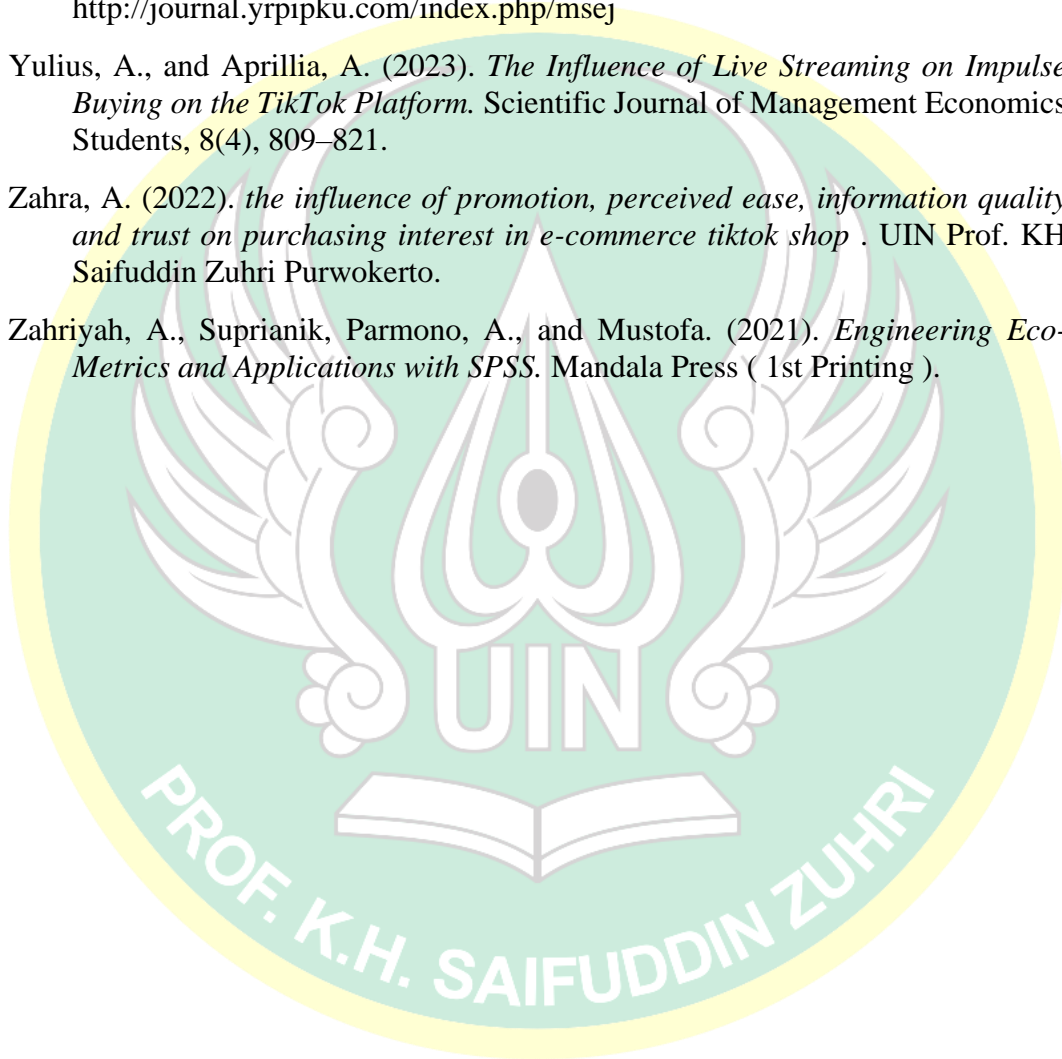
Lampiran 1 : kuesioner

KUESIONER PENELITIAN

Kuesioner penelitian "Pengaruh Promosi, Live Streaming Selling dan Fashion Involvement Terhadap Impulsif Buying Pada Produk Fashion Melalui Aplikasi Shopee (Studi Kasus Mahasiswa UIN Prof. K. H. Saifuddin Zuhri Purwokerto)"

Assalamu'alaikum wr.wb.

Dengan Hormat,

Perkenalkan saya Rd Auliya Fauziyyah, Mahasiswa Universitas Islam Negeri Prof. K. H. Saifuddin Zuhri Purwokerto, program studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Saat ini saya sedang melakukan penelitian yang berjudul "Pengaruh Promosi, Live Streaming Selling dan Fashion Involvement Terhadap Impulsif Buying Pada Produk Fashion Melalui Aplikasi Shopee (Studi Kasus Mahasiswa UIN Prof. K. H. Saifuddin Zuhri Purwokerto)".

Penelitian ini menggunakan kusioner sebagai alat pengumpulan data primer. Oleh karena itu, saya memohon kesediaan saudara/i berkenan meluangkan waktu sejenak untuk mengisi atau memberikan jawaban atas beberapa pertanyaan terkait dengan penelitian ini. Adapun kriteria responden untuk mengisi kuesiner ini yaitu mahasiswa UIN Prof. K.H. Saifuddin Zuhri Purwokerto, pernah berbelanja produk fashion pada aplikasi Shopee, dan pernah melihat live streaming selling pada aplikasi Shopee.

Dalam kusioner ini tidak ada jawaban yang salah, namun saya mohon agar saudara/i menjawab seluruh pertanyaan sesuai dengan ketentuan. Mengenai data dan informasi dalam kuesioner ini hanya digunakan untuk keperluan akademik sehingga peneliti menjamin sepenuhnya kerahasiaan seluruh jawaban.

Saya ucapkan terimakasih atas kesediaan waktu dan kerjasama saudara/i dalam melakukan pengisian kuesioner ini. Setiap jawaban dari saudara/i sangat membantu peneliti dalam menyelesaikan penelitian ini. Terimakasih

I. Identifikasi Responden

1. Nama   :
2. Mahasiswa Semester   :
3. Prodi / Fakultas   :
4. Sebutkan marketplace mana yang paling sering digunakan anda saat ini?
   - ○ Shopee
   - ○ Tokopedia
   - ○ Lazada
   - ○ Zalora
   - ○ Lainnya :
5. Apakah anda pernah membeli produk fashion saat sesi live streaming toko fashion di aplikasi Shopee?
   - ○ Ya
   - ○ Tidak
6. Rata – rata seberapa sering anda melakukan transaksi pembelian produk fashion di aplikasi shopee?
   - ○ Tidak rutin setiap bulan
   - ○ 2 kali dalam satu bulan
   - ○ 1- 5 kali dalam satu bulan
   - ○ Lebih dari 5 kali dalam satu bulan
7. Apa yang membuat anda lebih memilih pembelian produk fashion pada aplikasi shopee?
   - ○ Lebih banyak pilihan diskon
   - ○ Harga lebih terjangkau
8. Seperti apa karakter host live yang mempengaruhi keputusan pembelian anda?
9. Bagaimana kebiasaan anda mengikuti trend fashion yang berkembang?
10. Jenis produk fashion apa yang sering dibeli secara mendadak (impulsif)?

I. Petunjuk Pengisian

Berilah tanda centang (√) pada pernyataan – pernyataan berikut yang berkaitan dengan Pengaruh Promosi Dan Fitur Live Streaming Terhadap Perilaku Impulsif Buying Pada Produk Fashion Melalui Aplikasi Shopee (Studi Kasus Mahasiswa UIN Prof. K. H. Saifuddin Zuhri Purwokerto) sesuai dengan pilihan Anda pada kolom berikut :

II. Variabel Penelitian

Promosi (X1)

Indikator	Pernyataan
Frekuensi Promosi	Saya cenderung melakukan pembelian produk fashion dalam jumlah besar ketika promosi berlangsung dalam waktu singkat. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Tingginya frekuensi promosi pada produk fashion favorit saya dapat menimbulkan rasa mendesak yang mendorong terjadinya pembelian. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Kuantitas Promosi	Kuantitas promosi yang tinggi membuat saya terdorong untuk membeli produk fashion favorit saya. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Kuantitas diskon pada produk fashion yang sedang populer dapat memberikan urgensi sehingga mendorong saya untuk membeli. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Waktu Promosi	Promo yang diadakan pada waktu malam hari cenderung mendorong saya untuk membeli produk dalam jumlah yang banyak. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)

| | Promo saat Harbolnas pada fashion product dapat membuat saya melakukan pembelian dengan jumlah yang banyak.

Sangat Tidak   ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○   Sangat
Setuju (STS)   0   1   2   3   4   5   6   7   8   9   10   Setuju (SS) |
| | Adanya promo khusus dalam live streaming produk fashion menjadi motivasi untuk melakukan transaksi.
Sangat Tidak   ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○   Sangat
Setuju (STS)   0   1   2   3   4   5   6   7   8   9   10   Setuju (SS) |

Pertanyaan terbuka : Promosi seperti apakah yang membuat anda tertarik untuk

melakukan pembelian pada aplikasi Shopee?

Live Streaming Selling (X2)

Indikator	Pernyataan
Daya Tarik Stramer	Streamer dengan gaya berbicara yang enerjik dan menarik mendorong saya untuk membeli produk yang ditawarkan Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Streamer yang reponsif terhadap pertanyaan customer secara real-time dapat memotivasi untuk melakukan pembelian. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Kepercayaan	Demonstrasi produk yang jujur dan transparan oleh streamer dapat membangun kepercayaan saya untuk melakukan pembelian. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Membaca ulasan dari pelanggan sebelumnya saat live streaming dapat meningkatkan rasa percaya ketika akan melakukan pembelian. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Keahlian	Streamer yang memiliki keahlian dalam menjelaskan secara detail terkait produk dapat mendorong pembelian Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)

	Streamer yang mampu memberikan saran produk yang sesuai dengan preferensi saya dapat meningkatkan peluang terjadinya pembelian. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Streamer yang mampu membandingkan produk dengan pilihan lainnya dapat membantu saya untuk melakukan pembelian Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)

Pertanyaan terbuka : apakah yang mendorong anda melakukan pembelian saat

sesi live straming?

Fashion Involvement (X3)

Indikator	Pernyataan
Perhatian Terhadap Tren Fashion	Saya sering merasa terdorong untuk membeli pakaian saat melihat tren terbaru di media sosial. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Saya merasa khawatir ketinggalan tren jika tidak membeli item fashion terbaru. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Saya merasa lebih terangsang untuk berbelanja saat melihat tren yang sesuai dengan kepribadian Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Eksplorasi Gaya Pribadi	Saya merasa perlu untuk memiliki variasi outfit untuk mengeksplorasi gaya Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Saya sering berbelanja berdasarkan mood dalam mengeksplorasi gaya Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)

Kepercayaan Diri Terhadap Penampilan	Saya merasa terdorong untuk membeli pakaian baru sebelum acara penting untuk meningkatkan penampilan Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10
	Saya sering membeli pakaian baru ketika merasa bosan dengan penampilan lama Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10

Pertanyaan terbuka : menurut anda, Apa faktor yang mendorong seseorang untuk mengikuti tren?

Impulsive Buying (Y)

Indikator	Pernyataan
Penawaran Menarik	Pembelian tidak direncanakan rentan saya lakukan saat menonton penjualan live karena terdapat penawaran menarik Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10
	Pemeblian secara spontan dapat saya lakukan ketika melihat harga yang terjangkau dan penawaran yang menarik Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10
Keputusan pembelian yang cepat	Keputusan pembelian yang cepat sering terjadi ketika melihat selebriti favorit saya menggunakan product fashion tertentu Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10
	saya langsung memutuskan untuk membeli saat Streamer menunjukkan barang fashion yang sedang trend Sangat Tidak Setuju ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
Pembelian yang didominasi	pembelian dalam jumlah banyak untuk self-reward atas suatu pencapaian sering saya lakukan Sangat Tidak Setuju (STS) ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ ◯ Sangat Setuju (SS) 0 1 2 3 4 5 6 7 8 9 10

oleh keinginan	Saya termotivasi untuk melakukan pembelian fahion untuk mengikuti tren Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)
	Dorongan untuk membeli produk fashion muncul karena melihat sahabat saya mengenakan produk yang sama. Sangat Tidak ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Sangat Setuju (STS) 0 1 2 3 4 5 6 7 8 9 10 Setuju (SS)

Pertanyaan terbuka : apakah yang mendorong anda melakukan pembelian

impulsif pada produk fashion ?

Lampiran 2 : Bukti Penyebaran Kuesioner
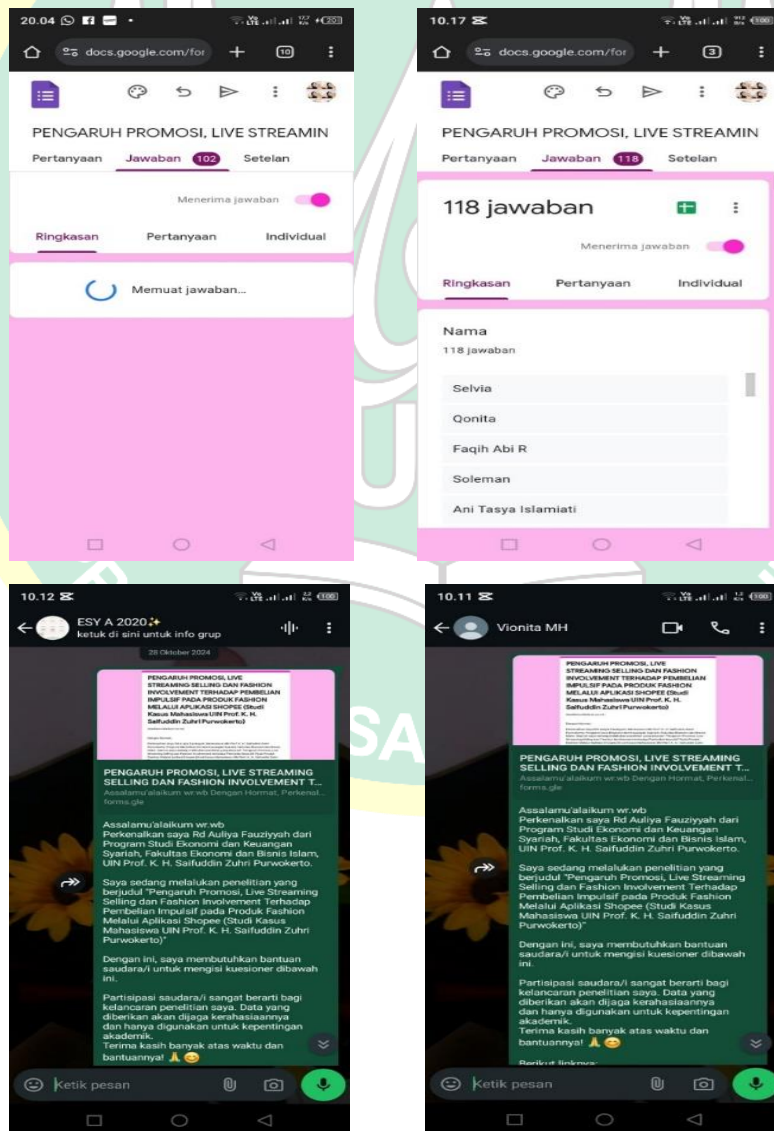
Lampiran 3 : Tabel R Hitung

Tabel R-Hitung

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126
37	0,2673	0,3160	0,3712	0,4076	0,5066
38	0,2638	0,3120	0,3665	0,4026	0,5007

Lampiran 4 : Tabulasi Data

No.	Promosi (X1)							TotX1	Live Streaming Selling (X2)							TotX2	Fashion Involvement (X3)							TotX3	Pembelian Impulsif (Y)							TotY
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	
1	4	3	4	5	4	4	3	27	7	6	8	6	4	5	4	40	8	7	6	5	8	3	4	41	8	5	8	5	7	7	7	47
2	9	8	9	9	9	6	7	57	6	7	8	7	8	8	9	53	6	5	6	8	6	5	5	41	6	7	6	5	6	6	7	43
3	8	10	10	10	8	10	10	66	10	10	10	10	10	10	10	70	9	3	10	7	10	8	6	53	8	10	8	8	9	8	7	58
4	7	8	8	8	10	10	10	61	10	10	10	10	10	10	5	65	6	2	4	9	10	6	6	43	10	10	7	5	8	7	1	48
5	2	7	9	9	8	4	8	47	10	10	9	9	9	10	10	67	6	3	9	8	6	8	6	46	7	8	8	7	2	6	8	46
6	8	8	7	7	5	8	7	50	8	6	5	8	9	9	9	54	7	7	7	6	8	8	8	51	9	8	7	6	7	7	8	52
7	5	6	7	4	4	5	8	39	7	7	7	7	7	7	7	49	4	4	7	3	4	6	4	32	4	6	5	3	4	5	4	31
8	0	8	8	9	6	9	9	49	9	9	9	9	9	9	6	60	1	0	1	4	2	4	3	15	7	8	1	6	4	3	2	31
9	7	8	7	5	7	7	5	46	8	8	8	9	8	7	9	57	8	8	8	8	8	8	8	56	8	8	8	5	6	6	5	46
10	7	8	8	8	6	5	8	50	7	9	9	9	9	9	8	60	8	6	9	9	9	8	7	56	8	8	6	6	7	8	9	52
11	10	10	10	5	10	7	10	62	10	10	10	10	10	10	10	70	6	4	7	7	8	9	7	48	10	10	5	7	6	4	4	46

12	7	9	8	7	10	4	7	52	9	10	10	10	9	8	9	65	7	6	9	8	9	9	7	55	8	7	3	4	7	4	1	34
13	7	6	7	9	7	7	8	51	8	9	9	8	9	8	8	59	8	6	8	8	7	8	9	54	8	8	7	6	5	6	7	47
14	5	7	7	5	5	5	6	40	5	7	10	10	10	10	10	62	5	4	8	5	5	4	5	36	5	4	3	3	3	3	4	25
15	5	8	8	5	5	3	7	41	5	10	8	7	5	4	4	43	3	3	3	5	5	5	5	29	3	5	5	3	5	3	3	27
16	6	7	7	8	9	8	9	54	8	9	8	9	8	8	8	58	8	5	6	8	5	6	7	45	8	7	8	6	7	7	7	50
17	8	7	10	5	8	4	8	50	6	8	7	10	8	9	9	57	5	4	9	6	9	8	7	48	5	5	8	6	8	8	2	42
18	3	8	8	8	6	7	8	48	8	8	8	8	8	8	8	56	9	6	6	6	6	8	5	46	8	10	7	7	1	6	5	44
19	6	7	8	9	8	8	8	54	8	9	10	10	9	8	7	61	2	5	2	5	7	8	5	34	4	8	0	1	2	1	1	17
20	5	8	9	8	7	7	7	51	8	7	7	8	8	8	8	54	8	4	7	6	6	4	4	39	7	7	7	7	7	7	7	49
21	10	10	10	10	10	10	10	70	10	10	10	10	10	10	10	70	0	0	10	0	0	10	0	20	10	10	0	0	0	0	0	20
22	10	5	4	5	5	8	5	42	6	6	6	8	6	5	5	42	4	3	7	4	8	5	8	39	3	5	6	7	9	10	10	50
23	8	8	7	6	6	9	7	51	9	8	6	6	8	8	7	52	4	5	9	8	9	8	7	50	6	8	5	6	8	8	9	50
24	2	2	6	5	2	2	2	21	1	2	2	2	2	2	2	13	4	0	0	0	0	0	0	4	2	5	0	0	0	0	0	7
25	5	9	9	9	5	5	9	51	9	9	9	9	9	9	9	63	9	5	5	5	5	5	5	39	9	9	5	5	8	5	5	46
26	5	10	10	8	8	9	10	60	10	10	10	10	10	10	10	70	3	0	5	0	3	5	0	16	7	9	3	3	3	0	3	28

27	8	9	9	9	9	9	8	61	9	9	9	9	9	9	9	63	8	2	8	8	8	9	5	48	7	8	9	7	7	8	7	53
28	3	5	7	9	10	10	10	54	5	10	5	10	10	10	10	60	5	1	9	8	9	5	10	47	5	5	8	5	10	6	6	45
29	9	8	8	8	8	8	8	57	7	8	8	8	8	8	8	55	8	8	8	8	8	8	8	56	8	8	8	8	8	8	8	56
30	2	5	7	6	2	2	5	29	7	8	8	9	9	8	8	57	3	1	7	6	5	8	7	37	5	7	5	2	3	2	2	26
31	4	7	8	6	9	8	10	52	9	10	8	10	9	10	8	64	7	2	8	9	8	6	7	47	10	9	7	7	9	6	3	51
32	1	6	8	7	7	1	4	34	8	8	10	9	9	9	9	62	8	2	8	7	7	9	2	43	8	8	1	2	1	8	7	35
33	3	8	8	10	9	7	10	55	8	9	10	10	10	10	9	66	7	3	9	10	5	9	5	48	7	7	9	6	8	6	5	48
34	4	8	9	9	7	8	9	54	8	9	6	9	8	6	4	50	8	7	7	9	6	4	3	44	8	8	6	4	8	8	10	52
35	8	10	5	3	3	6	7	42	4	5	5	4	6	5	7	36	10	5	10	7	10	6	8	56	6	8	5	10	9	8	10	56
36	5	8	7	5	5	10	6	46	8	6	8	8	7	8	7	52	8	8	7	7	6	10	5	51	2	3	4	4	4	5	4	26
37	9	10	7	10	8	8	9	61	8	8	9	10	6	8	9	58	10	5	7	8	6	7	8	51	9	10	5	8	8	6	10	56
38	7	10	10	7	7	8	5	54	10	9	8	8	7	7	7	56	10	5	6	10	9	9	10	59	9	8	6	9	10	9	10	61
39	8	9	5	8	8	10	6	54	10	6	9	10	7	9	10	61	10	7	8	9	10	7	8	59	10	7	8	6	8	9	7	55
40	8	6	6	3	7	7	6	43	5	6	8	9	10	10	9	57	4	6	4	5	10	9	8	46	9	8	7	4	6	10	7	51
41	7	6	4	6	8	6	9	46	9	5	7	8	6	7	8	50	6	7	5	4	10	9	8	49	9	10	9	6	9	7	7	57

42	2	5	4	5	4	6	5	31	6	4	3	10	8	7	6	44	6	4	3	6	9	8	10	46	5	5	7	5	6	4	6	38
43	4	5	6	7	8	9	6	45	6	5	7	8	9	9	7	51	5	6	7	8	10	9	5	50	5	6	7	8	9	10	5	50
44	8	10	9	8	7	10	9	61	9	7	8	10	7	10	9	60	10	9	8	9	9	10	9	64	9	9	8	10	10	9	10	65
45	6	7	9	10	7	5	7	51	9	6	7	6	7	9	8	52	9	3	7	8	7	6	5	45	6	9	6	7	7	9	7	51
46	6	7	8	9	10	6	8	54	5	9	10	6	8	9	10	57	5	6	7	8	9	10	6	54	5	6	7	8	9	10	7	52
47	6	7	8	9	7	8	7	52	8	9	7	10	8	7	8	57	8	8	7	10	9	6	4	52	7	8	6	10	8	6	7	52
48	5	6	7	8	9	10	7	52	5	6	7	8	9	10	6	51	8	7	9	10	6	7	8	55	5	6	7	8	9	9	10	54
49	4	5	6	7	8	9	10	49	6	7	8	9	10	8	9	57	5	6	7	6	8	9	10	55	9	6	5	8	5	9	10	52
50	6	7	8	9	10	8	8	56	7	8	9	10	6	5	7	52	6	7	8	9	10	8	6	54	4	5	6	7	8	9	10	49
51	6	7	8	9	10	7	8	55	6	8	9	10	9	8	10	60	6	5	9	10	5	10	5	50	6	7	8	9	10	6	7	53
52	5	6	7	8	10	8	9	53	6	9	10	5	6	10	9	55	6	8	9	10	7	8	9	57	6	7	8	9	10	8	9	57
53	4	5	6	7	8	9	10	49	6	7	8	9	10	5	8	53	4	7	8	9	10	9	9	56	5	7	8	10	8	10	9	57
54	9	9	10	9	9	8	10	64	10	9	8	9	9	10	9	64	9	8	8	10	9	10	9	63	9	9	9	10	9	9	9	64
55	9	9	9	8	9	10	7	61	9	10	6	9	8	9	10	61	9	10	8	7	9	10	10	63	10	9	8	9	10	9	10	65
56	6	7	8	9	10	7	8	55	5	6	7	9	10	7	7	51	6	8	10	6	10	5	10	55	6	9	10	8	9	7	8	57

57	6	6	8	9	10	7	4	50	4	8	9	10	8	8	10	57	6	8	9	10	7	10	5	55	6	7	8	9	10	5	6	51
58	6	6	9	10	8	10	8	57	9	8	8	10	8	10	9	62	10	7	9	10	8	10	10	64	10	7	9	9	10	7	9	61
59	6	7	8	10	9	8	10	58	4	7	10	7	9	10	8	55	6	7	8	9	10	8	10	58	7	5	2	5	4	7	10	40
60	6	9	10	4	9	9	10	57	7	9	9	10	5	6	8	54	7	5	6	8	7	7	6	46	6	9	10	9	7	5	7	53
61	9	10	9	9	10	9	10	66	8	9	9	10	8	9	9	62	9	8	9	10	8	10	9	63	10	8	8	9	10	9	10	64
62	5	7	6	8	5	7	8	46	4	8	9	10	8	8	10	57	8	9	10	8	3	5	6	49	5	9	7	10	9	6	9	55
63	10	6	8	7	10	9	8	58	10	7	8	10	9	7	9	60	10	7	9	10	6	9	7	58	10	8	9	9	6	9	10	61
64	5	6	7	6	3	3	8	38	6	8	7	5	5	4	5	40	5	6	8	6	7	7	5	44	5	5	4	1	5	5	2	27
65	3	7	7	5	5	5	5	37	8	8	8	8	8	8	8	56	7	5	8	7	5	5	5	42	3	3	3	3	3	3	3	21
66	10	7	8	10	9	8	10	62	8	10	10	8	10	10	10	66	8	6	9	10	10	10	4	57	3	2	0	1	3	5	3	17
67	8	8	8	8	9	8	9	58	7	9	8	8	8	8	7	55	8	6	7	7	7	7	6	48	9	9	7	6	8	7	7	53
68	3	6	7	7	4	8	9	44	8	9	9	10	10	10	9	65	6	3	7	4	2	2	1	25	2	1	0	3	2	2	0	10
69	3	5	6	6	3	3	6	32	5	7	8	7	8	8	8	51	3	1	6	1	5	3	3	22	1	4	3	2	1	2	4	17
70	7	6	6	6	5	5	6	41	8	8	5	5	7	5	6	44	5	4	6	6	6	5	4	36	6	8	5	6	4	4	4	37
71	6	4	6	6	7	7	5	41	6	5	5	6	6	7	6	41	7	6	5	6	6	5	6	41	6	5	5	6	6	6	7	41

72	9	8	7	6	8	9	8	55	9	7	8	9	8	7	9	57	8	9	10	9	8	7	9	60	7	9	8	10	8	10	8	60
73	9	6	8	6	6	7	7	49	8	7	7	9	8	7	8	54	6	3	8	2	8	5	7	39	5	6	6	7	8	4	3	39
74	5	5	9	9	8	8	9	53	8	8	8	8	8	8	8	56	5	5	9	8	8	9	9	53	8	8	9	8	9	8	8	58
75	8	9	9	8	5	7	7	53	7	8	8	9	9	7	8	56	6	1	9	8	8	8	5	45	6	5	3	2	1	5	4	26
76	5	8	9	5	8	7	6	48	8	8	8	8	8	7	7	54	5	5	3	9	5	5	5	37	8	9	7	5	5	5	3	42
77	7	8	10	9	8	9	10	61	7	6	8	10	9	8	9	57	9	9	8	10	8	8	9	61	9	8	9	10	8	9	10	63
78	10	5	10	10	8	7	5	55	10	10	10	10	10	10	10	70	10	10	10	10	10	10	10	70	10	10	10	10	10	10	10	70
79	8	10	8	10	9	9	8	62	9	10	8	10	7	9	10	63	9	10	8	10	6	9	9	61	9	10	8	10	10	8	9	64
80	8	10	9	9	10	8	9	63	10	9	10	8	10	9	8	64	9	10	7	10	7	8	10	61	9	10	8	9	9	10	7	62
81	9	10	8	9	9	10	8	63	10	9	8	9	9	8	9	62	10	7	9	10	8	10	9	63	10	9	8	10	9	10	8	64
82	9	10	8	10	8	9	10	64	9	8	10	9	8	10	8	62	9	10	7	10	8	9	10	63	10	9	7	10	9	8	9	62
83	7	8	7	5	6	8	8	49	7	8	8	8	8	7	7	53	8	8	9	8	9	8	8	58	9	8	10	7	4	7	9	54
84	7	9	8	9	8	8	7	56	7	9	7	7	10	7	8	55	7	8	8	7	9	8	7	54	7	9	8	9	7	8	7	55
85	8	7	9	6	7	8	9	54	8	7	9	7	10	6	8	55	7	9	10	6	7	7	7	53	8	7	9	9	5	8	8	54
86	8	7	9	7	8	9	9	57	7	9	10	8	8	9	7	58	7	8	6	8	9	7	7	52	7	8	8	6	9	8	8	54

87	7	8	7	8	10	7	8	55	8	7	8	8	9	8	10	58	7	9	9	9	8	5	9	56	7	10	7	9	8	9	6	56
88	6	8	10	8	6	9	7	54	7	8	8	9	6	8	9	55	7	9	8	9	8	9	9	59	9	6	9	10	6	9	9	58
89	8	8	8	9	10	9	6	58	10	8	9	10	7	7	9	60	9	10	7	8	8	9	9	60	9	10	5	10	10	7	7	58
90	8	8	10	7	7	8	10	58	9	8	10	7	8	6	10	58	9	10	7	9	9	7	10	61	10	8	8	9	9	9	5	58
91	8	9	9	10	7	9	9	61	8	10	8	7	9	8	7	57	9	10	7	9	8	9	6	58	9	7	7	10	7	10	8	58
92	7	9	10	10	7	6	7	56	8	10	8	8	7	7	8	56	9	7	9	8	10	8	9	60	9	7	10	9	9	7	8	59
93	8	9	7	10	7	8	9	58	9	9	6	10	8	9	6	57	10	10	9	6	10	7	8	60	10	10	9	8	9	9	9	64
94	9	7	9	10	10	6	9	60	7	9	10	8	9	7	10	60	8	10	6	9	10	9	8	60	8	10	10	8	9	10	9	64
95	8	8	5	9	10	6	8	54	8	9	7	10	8	10	8	60	10	8	10	9	8	7	9	61	10	7	9	9	10	9	7	61
96	9	8	10	8	7	10	8	60	9	10	7	9	10	10	7	62	8	10	9	7	10	8	10	62	10	9	7	7	8	9	10	60
97	10	8	9	10	7	9	10	63	10	8	8	9	10	7	9	61	8	10	8	10	9	6	10	61	10	7	8	9	10	8	7	59
98	9	8	10	7	9	10	8	61	9	8	10	10	7	9	8	61	10	10	8	9	10	9	8	64	9	10	7	10	10	7	9	62
99	10	9	10	8	9	8	10	64	8	10	9	10	8	8	9	62	8	10	10	8	9	9	9	63	9	8	9	10	8	10	9	63
100	9	10	8	9	10	9	10	65	10	9	9	8	10	9	10	65	8	9	10	8	9	9	8	61	9	10	8	9	9	10	9	64

101	9	8	10	9	8	9	8	61	10	10	8	9	10	8	9	64	10	9	8	10	9	8	10	64	8	9	10	8	9	7	10	61
102	10	8	9	9	8	10	10	64	8	10	9	10	9	10	10	66	9	10	8	9	10	9	8	63	10	8	9	9	10	9	10	65
103	8	10	9	9	10	9	8	63	9	10	8	9	10	9	8	63	10	9	9	8	10	9	10	65	9	7	10	9	10	8	9	62
104	10	9	10	8	9	10	8	64	10	9	10	10	8	9	10	66	8	10	9	10	9	10	8	64	9	10	8	9	10	8	9	63
105	9	9	8	9	9	10	8	62	8	7	10	9	9	10	8	61	8	10	9	9	10	8	10	64	9	10	8	10	9	10	8	64
106	10	9	8	9	10	8	9	63	10	9	8	10	9	10	8	64	9	10	8	10	9	10	8	64	8	10	9	10	8	9	10	64
107	9	10	7	9	8	8	9	60	10	8	9	10	8	9	10	64	7	10	9	9	8	10	9	62	9	10	8	9	8	10	9	63
108	8	10	9	8	10	9	10	64	9	10	7	9	8	9	10	62	10	8	10	9	8	10	9	64	9	10	7	8	9	10	8	61
109	1	1	1	1	1	1	1	7	5	5	10	10	10	10	10	60	1	1	1	1	1	1	1	7	1	1	1	1	1	1	1	7
110	5	5	8	8	5	5	8	44	5	5	5	5	5	5	5	35	5	5	5	6	4	5	5	35	5	5	4	5	6	4	4	33

111	10	9	9	9	9	9	9	64	10	9	9	9	9	9	8	63	9	7	8	8	8	8	9	57	8	7	6	7	5	7	6	46
112	4	4	7	4	8	4	8	39	5	5	5	9	8	8	6	46	8	3	5	7	8	6	4	41	4	9	4	5	4	4	5	35
113	3	4	2	4	8	8	7	36	6	8	8	4	4	6	2	38	4	2	8	9	8	10	6	47	2	6	8	4	5	6	4	35
114	4	1	9	4	2	9	8	37	8	10	8	3	9	9	4	51	4	6	9	8	4	4	5	40	8	4	4	8	2	4	1	31
115	5	8	8	9	9	8	8	55	9	9	10	10	10	10	9	67	6	4	6	7	8	8	6	45	5	4	5	4	5	5	5	33
116	3	10	10	9	7	8	10	57	10	10	10	10	10	10	9	69	8	1	8	10	4	10	10	51	9	8	5	8	5	9	7	51
117	7	9	8	10	7	7	10	58	10	10	10	10	10	10	10	70	9	2	7	8	6	7	8	47	8	2	2	5	5	7	7	36
118	5	5	7	7	5	6	9	44	10	10	10	10	10	10	8	68	5	5	5	6	5	6	6	38	7	6	5	5	10	6	5	44

Lampiran 5 : Hasil Analisis

Hasil Uji Validitas X1

Correlations

		x1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TotalX1
x1.1	Pearson Correlation	1	.698**	.664**	.692**	.692**	.755**	.819**	.910**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.698**	1	.569**	.767**	.709**	.699**	.710**	.881**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.664**	.569**	1	.514**	.425*	.727**	.623**	.776**
	Sig. (2-tailed)	.000	.001		.004	.019	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.692**	.767**	.514**	1	.647**	.516**	.611**	.814**
	Sig. (2-tailed)	.000	.000	.004		.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.692**	.709**	.425*	.647**	1	.502**	.576**	.783**
	Sig. (2-tailed)	.000	.000	.019	.000		.005	.001	.000
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.755**	.699**	.727**	.516**	.502**	1	.628**	.826**
	Sig. (2-tailed)	.000	.000	.000	.003	.005		.000	.000
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.819**	.710**	.623**	.611**	.576**	.628**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000		.000
	N	30	30	30	30	30	30	30	30
TotalX1	Pearson Correlation	.910**	.881**	.776**	.814**	.783**	.826**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Hasil Uji Validitas X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	TotalX2
X2.1	Pearson Correlation	1	.541**	.370**	.410**	.348**	.386**	.339**	.678**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.541**	1	.511**	.335**	.399**	.399**	.316**	.685**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.370**	.511**	1	.394**	.385**	.484**	.513**	.713**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.410**	.335**	.394**	1	.501**	.508**	.588**	.737**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.348**	.399**	.385**	.501**	1	.632**	.542**	.741**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.386**	.399**	.484**	.508**	.632**	1	.563**	.777**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.339**	.316**	.513**	.588**	.542**	.563**	1	.761**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
TotalX2	Pearson Correlation	.678**	.685**	.713**	.737**	.741**	.777**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Hasil Uji Validitas X3

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	TotalX3
X3.1	Pearson Correlation	1	.637**	.427**	.632**	.494**	.372**	.534**	.764**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.637**	1	.400**	.600**	.529**	.453**	.670**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.427**	.400**	1	.497**	.369**	.449**	.418**	.641**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.632**	.600**	.497**	1	.558**	.570**	.613**	.829**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.494**	.529**	.369**	.558**	1	.526**	.702**	.776**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.372**	.453**	.449**	.570**	.526**	1	.510**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.534**	.670**	.418**	.613**	.702**	.510**	1	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
TotalX3	Pearson Correlation	.764**	.819**	.641**	.829**	.776**	.709**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Hasil Uji Validitas Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	TotalY
Y.1	Pearson Correlation	1	.708**	.511**	.554**	.480**	.507**	.457**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.708**	1	.458**	.523**	.439**	.395**	.412**	.669**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.511**	.458**	1	.731**	.716**	.697**	.648**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.554**	.523**	.731**	1	.753**	.717**	.709**	.886**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.480**	.439**	.716**	.753**	1	.710**	.649**	.847**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.507**	.395**	.697**	.717**	.710**	1	.781**	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.457**	.412**	.648**	.709**	.649**	.781**	1	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
TotalY	Pearson Correlation	.726**	.669**	.844**	.886**	.847**	.857**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Hasil Uji Reliabilitas X1

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	7

Hasil Uji Reabilitas X2

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	7

Hasil Uji Reliabilitas X3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.884	7

Hasil Uji Reliabilitas Y

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	7

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		118
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.03137263
Most Extreme Differences	Absolute	.194
	Positive	.093
	Negative	-.194
Test Statistic		.194
Asymp. Sig. (2-tailed)		.102[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Hasil Uji Multikolinieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	.407	2.459
	Live Streaming Selling	.618	1.619
	Fashion Involvement	.576	1.735

a. Dependent Variable: Pembelian Impulsif

Hasil Uji Heteroskedastisitas

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.959	3.516		1.695	.093
	Promosi	-.058	.076	-.107	-.761	.448
	Live Streaming Selling	.132	.075	.202	1.772	.179
	Fashion Involvement	-.112	.053	-.251	-2.130	.135

a. Dependent Variable: ABS_RES

Hasil Uji Analisis Agresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.405	4.903		.083	.934
	Promosi	.340	.107	.244	3.187	.002
	Live Streaming Selling	-.190	.104	-.113	-1.822	.007
	Fashion Involvement	.822	.073	.720	11.200	.000

a. Dependent Variable: Pembelian Impulsif

Hasil Uji Koefisiendeterminasi R^2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854^a	.728	.721	7.528

a. Predictors: (Constant), Fashion Involvement, Live Streaming Selling, Promosi

Hasil Uji Signifikansi Parsial (Uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.405	4.903		.083	.934
	Promosi	.340	.107	.244	3.187	.002
	Live Streaming Selling	-.190	.104	-.113	-1.822	.071
	Fashion Involvement	.822	.073	.720	11.200	.000

a. Dependent Variable: Pembelian Impulsif

Hasil Uji Signifikansi Parsial (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17335.782	3	5778.594	101.961	.000^b
	Residual	6460.870	114	56.674		
	Total	23796.653	117			

a. Dependent Variable: Pembelian Impulsif
b. Predictors: (Constant), Fashion Involvement, Live Streaming Selling, Promosi

CURRICULUM VITAE

A. Personal identity

1.	Name	: Rd Auliya Fauziyyah
2.	NIM	: 2017201003
3.	Date and place of birth	: Bekasi, 02 October 2001
4.	Home address	: Perum. SKU Jl. Kalimantan B10 No.13 Rt 02 Rw 04, Mekarsari, South Tambun
5.	Parents' name	
	a. Father	: Herli Meihadi
	b. Mother	: Henny Trisnawati

B. Educational background

1.	Kindergarten	: Permata Hati Kindergarten
2.	SD	: SDN Setiadharma 01 South Tambun
3.	Junior High School	: MTS. Attaqwa Central Islamic Boarding School
4.	Senior High School	: South Tambun 2 Senior High School
5.	S1	: State Islamic University of Prof. KH Saifuddin Zuhri Purwokerto
6.	Non-formal	: 1. Al-Muhajirin TPA
		2. Manbaul Husna Islamic Boarding School, Purwokerto

C. Work Experience and Organization

1. Deputy Head of Security for Manbaul Husna Islamic Boarding School in 2022
2. Members of the Jabodetabek Student Association 2020-2023
3. Members of the Islamic Economics Study Community (KSEI) 2022-2023
4. Host Live Streaming Elmira Group 2023-2024

Purwokerto, December 5th 2024

Rd Auliya Fauziyyah
NIM. 2017201003