

PENGARUH *IMPULSIVE BUYING TENDENCY* DAN *ISLAMIC ETHIC* TERHADAP *REPURCHASE INTENTION* PADA *LIVE-STREAMING E-COMMERCE* DENGAN *REGRET* DAN *REJOICE* SEBAGAI VARIABEL MEDIASI

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DAFTAR ISI

LEMBAR PERSETUJUAN DOSEN PEMBIMBING	iii
LEMBAR PENGESAHAN.....	iv
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI.....	v
PERNYATAAN	vi
DECLARATION	vii
DAFTAR ISI	viii
DAFTAR TABEL	x
DAFTAR GAMBAR	xi
KATA PENGANTAR	xii
ABSTRAK	xiv
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	10
1.3 Tujuan Penelitian.....	11
1.4 Manfaat Penelitian.....	12
1.4.1 Manfaat Teoritis	12
1.4.2 Manfaat Praktis.....	12
BAB II LANDASAN TEORI	14
2.1 Repurchase intention	14
2.2 Impulsive Buying Tendency	16
2.2.1 Definisi Impulsive Buying Tendency.....	16
2.3 Islamic Ethic	18
2.3.1 Definisi Islamic Ethic	18
2.4 Definisi Regret dan Rejoice	21
2.4.1 Definisi Regret	21
2.4.2 Definisi Rejoice	24
2.5 Live-Streaming E-Commerce	26
2.5.1 Definisi Live-Streaming E-Commerce	26
2.6 Penelitian Terdahulu	27
2.7 Kerangka Konseptual	36
2.8 Pengembangan Hipotesis.....	38
2.8.1 Impulsive Buying Tendency (X1) terhadap Repurchase intention (Y)	38
2.8.2 Impulsive Buying Tendency (X1) terhadap Regret (Z1).....	40
2.8.3 Impulsive Buying Tendency (X1) terhadap Rejoice (Z2)	42
2.8.4 Regret (Z1) terhadap Repurchase intention (Y).....	44
2.8.5 Rejoice (Z2) terhadap Repurchase intention (Y)	46
2.8.6 Islamic Ethic (X2) terhadap Repurchase intention (Y)	48

2.8.7 Impulsive Buying Tendency (X1) terhadap Repurchase intention (Y) dengan Regret (Z1) sebagai Variabel Mediasi	51
2.8.8 Impulsive Buying Tendency (X1) terhadap Repurchase intention (Y) dengan Rejoice (Z2) sebagai Variabel Mediasi	52
BAB III METODE PENELITIAN	55
3.1 Jenis Penelitian.....	55
3.2 Tempat dan Waktu Penelitian.....	55
3.3 Populasi dan Sampel	56
3.4 Definisi Operasional dan Pengukuran Variabel.....	56
3.4.1 Variabel Independen.....	57
3.4.2 Variabel Mediasi	57
3.4.3 Variabel Dependen	57
3.5 Jenis dan Sumber Data	63
3.6 Teknik Pengumpulan Data	63
3.7 Teknik Analisis Data	66
3.7.1 Analisis Statistik Deskriptif	66
3.7.2 Uji Model Pengukuran (Outer Model)	67
3.7.3 Uji Model Struktural (Inner Model)	68
3.8 Pengujian Hipotesis.....	68
BAB IV HASIL DAN PEMBAHASAN	70
4.1 Gambaran Umum	70
4.1.1 Gambaran Umum Objek Penelitian.....	70
4.1.2 Gambaran Umum Responden	72
4.2 Analisis Deskriptif Variabel Penelitian	80
4.1 Uji Model Pengukuran (Outer Model)	84
4.1.1 Validitas Konvergen	85
4.1.2 Validitas Diskriminan	88
4.1.3 Reliabilitas Konstruk	89
4.2 Uji Model Struktural (Inner Model)	90
4.2.1 R ² (R-Square/Koefisien Determinasi)	91
4.2.2 Q ² (Predictive Relevance)	91
4.2.3 f ² (Effect Size)	92
4.3 Pengujian Hipotesis	94
4.4 Uji Mediasi (Specific Indirect Effects).....	97
4.5 Pembahasan.....	99
4.7 Keterbatasan Peneliti.....	117
BAB V PENUTUP	119
5.1 Kesimpulan	119
5.2 Saran	121
DAFTAR PUSTAKA	124
LAMPIRAN KUESIONER PENELITIAN	137

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	28
Tabel 3.1 Definisi Operasional	58
Tabel 4.1 Kategori Domisili Responden Kecamatan	73
Tabel 4.2 Kategori Jenis Kelamin Responden.....	75
Tabel 4.3 Kategori Usia Responden.....	76
Tabel 4.4 Kategori Pekerjaan Responden	77
Tabel 4.5 Kategori Pendapatan Responden	78
Tabel 4.6 Kategori Platform <i>Live streaming e-commerce</i> yang Digunakan Responden	78
Tabel 4.7 Intensitas Pembelian Responden di <i>Live streaming e-commerce</i> dalam Satu Bulan Terakhir	79
Tabel 4.8 Hasil Uji Outer Loading Factor	85
Tabel 4.9 Hasil Uji Average variance extracted (AVE).....	87
Tabel 4.10 Hasil Uji Heterotrait-Monotrait Ratio (HTMT)	88
Tabel 4.11 Hasil Uji Reliabilitas Konstruk	90
Tabel 4.12 Hasil Uji Koefisien determinasi (R^2)	91
Tabel 4.13 Hasil Uji Predictive relevance (Q^2)	92
Tabel 4.14 Hasil Uji Effect size (f^2)	92
Tabel 4.15 Hasil Uji Hipotesis Berdasarkan Total Effects.....	94
Tabel 4.16 Hasil Uji Mediasi (Specific Indirect Effects)	97

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S U R A B A Y A

DAFTAR GAMBAR

Gambar 2.1 Kerangka Konseptual	37
Gambar 4.1 Model Struktural dan Pengukuran Hasil Pengolahan Data	85



ABSTRAK

Live-streaming e-commerce (Shopee Live dan TikTok Live) mendorong keputusan belanja yang cepat sehingga berpotensi membentuk niat pembelian ulang melalui kecenderungan belanja impulsif, nilai etika (khususnya pada konsumen Muslim), serta emosi pascapembelian seperti penyesalan dan rasa senang/puas. Namun, riset sebelumnya masih terbatas dalam mengintegrasikan *Impulsive Buying Tendency*, *Islamic Ethic*, dan emosi pascapembelian (*Regret* dan *Rejoice*) sebagai mekanisme yang menjelaskan *repurchase intention* pada konteks live streaming.

Penelitian ini bertujuan menganalisis pengaruh *Impulsive Buying Tendency* dan *Islamic Ethic* terhadap *repurchase intention* pada konsumen live-streaming e-commerce, menguji pengaruh *Impulsive Buying Tendency* terhadap *Regret* dan *Rejoice*, menguji pengaruh *Regret* dan *Rejoice* terhadap *repurchase intention*, serta menguji peran mediasi *Regret* dan *Rejoice* pada hubungan *Impulsive Buying Tendency* terhadap *repurchase intention*.

Metode penelitian menggunakan pendekatan kuantitatif asosiatif kausal pada konteks live streaming e-commerce (Shopee dan TikTok). Populasi penelitian adalah konsumen Muslim di Kota Surabaya yang pernah melakukan pembelian melalui live-streaming e-commerce dan teknik sampling yang digunakan adalah *non-probability sampling* dengan *purposive sampling* dan jumlah responden yang dianalisis sebanyak 210. Data primer dikumpulkan melalui kuesioner daring (Google Forms). Analisis data dilakukan dengan SEM-PLS menggunakan SmartPLS.

Hasil penelitian menunjukkan bahwa *Impulsive Buying Tendency* berpengaruh positif dan signifikan terhadap *repurchase intention*, serta berpengaruh positif dan signifikan terhadap *Regret* dan *Rejoice*. *Islamic Ethic* juga berpengaruh positif dan signifikan terhadap *repurchase intention*. Sementara itu, *Regret* tidak berpengaruh signifikan terhadap *repurchase intention* dan tidak memediasi hubungan *Impulsive Buying Tendency* terhadap *repurchase intention*. Sebaliknya, *Rejoice* berpengaruh positif dan signifikan terhadap *repurchase intention* serta memediasi secara signifikan (mediasi parsial) hubungan *Impulsive Buying Tendency* terhadap *repurchase intention*.

Kesimpulannya, niat pembelian ulang pada live-streaming e-commerce dipengaruhi oleh kecenderungan belanja impulsif dan persepsi etika Islam, dengan mekanisme emosi positif (*Rejoice*) sebagai jalur penjas yang lebih kuat dibanding emosi negatif (*Regret*). Temuan ini menegaskan pentingnya membangun pengalaman pascapembelian yang menyenangkan dan etis dalam sesi live streaming agar mendorong pembelian ulang. Selain itu, meskipun kecenderungan belanja impulsif dapat memunculkan *Regret* setelah pembelian, *Regret* tidak terbukti memengaruhi *repurchase intention* dan tidak berperan sebagai mediator, sehingga emosi negatif berupa penyesalan belum cukup kuat untuk mengubah niat konsumen membeli ulang pada konteks live-streaming e-commerce

Kata Kunci: *Impulsive Buying Tendency*, *Islamic Ethic*, *Repurchase intention*, *Regret*, *Rejoice*, Live-Streaming E-Commerc

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