

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui adakah pengaruh antara *Hedonic Shopping* dan *Brand Image* terhadap *Impulse Buying* Kosmetik Wardah pada Konsumen Toko Kosmetik Murah Hidayah di Sidoarjo. Populasi dalam penelitian ini adalah para remaja dan ibu-ibu pengguna kosmetik Wardah . Sedangkan penentuan sampel menggunakan teknik *Sampling Purposive* dengan kriteria remaja wanita dan ibu-ibu yang menggunakan kosmetik Wardah, dengan pengambilan ukuran sampel 104 responden menggunakan rumus ferdinan. Pengumpulan data menggunakan kuesioner dan dokumentasi, setelah itu dianalisis menggunakan uji regresi linier berganda dan uji signifikan.

Dari hasil analisis yang dilakukan menggunakan uji t disimpulkan nilai variabel *Hedonic Shopping* 5,020 serta signifikansi  $0,000 > 0,05$ . dan variabel *Brand image* didapatkan t-hitung 5,519 dengan nilai signifikan  $0,000 < 0,05$  Sedangkan untuk uji-f diperoleh hasil  $f_{hitung}$  257,930 dengan nilai signifikansi  $0,000 < 0,05$ .

**Kata kunci:** *Hedonic Shopping, Brand Image, Impulse Buying*

## ABSTRACT

*The study aim to detersmine whether there is an influencee between Hedonic Shopping and than Brand Image on Impulse Buying of Wardah Cosmetics on the Consumers of Cheap Hidayah Cosmetics Shop in Sidoarjo. The population in this study were teenagers and mothers who used Wardah cosmetics. While the determination of the sample using pur positive sampling techniqhue with the cryteria of young women and mothers who use Wsrdah cosmetics, with a sample size of 104 respondents using the ferdinant formula. Collecthing data using questionnaires and documentation, after that analyzed usihg multiple linear regression tes and significant test with the help of the MSPSSVersion 20.0 program.*

*From the resultst of the analysis carried out using the t test it a was concluded that the variable Hedonice Shopping (X1) had as partial and significanttt effect on Wardah Cosmetic Impulse Buying (Y) t count = 5.020 with a significantly value(0.000>0.05), the variable Brand Image (X2) had an effect. partially and significantly to Impulse Buying (Y) t count = 5,519 with a sig. (0.000 <0.05). Whereas for the f-test, the result is 257.930 with a significant value (0.000 <00.05).*

**Keywords:** *Hedonic Shopping, Brand Image, Impulse Buying*