

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup hedonis, *flash sale*, dan *e-payment* terhadap perilaku *impulsive buying* pengguna e-commerce pada mahasiswa Universitas Jambi dalam perspektif ekonomi islam. Penelitian ini menggunakan pendekatan kuantitatif. Jumlah sampel ditetapkan sebanyak 100 responden, dengan teknik pengambilan sampel berupa *probability sampling* dan metode *simple random sampling*. Data yang digunakan merupakan data primer yang dikumpulkan melalui kuesioner digital menggunakan Google Form dengan skala Likert. Analisis data dilakukan menggunakan bantuan software SPSS 30. Hasil penelitian uji t gaya hidup hedonis berpengaruh positif dan signifikan terhadap perilaku *impulsive buying*, *flash sale* berpengaruh secara positif dan signifikan terhadap perilaku *impulsive buying* sedangkan *e-payment* berpengaruh negatif dan tidak signifikan terhadap perilaku *impulsive buying* dan hasil uji F menunjukkan bahwa gaya hidup hedonis, *flash sale*, dan *e-payment* secara bersama-sama berpengaruh positif dan signifikan terhadap perilaku *impulsive buying*.

**Kata Kunci:** Gaya Hidup Hedonis, *Flash Sale*, *E-Payment*, Perilaku *Impulsive Buying*.

## ABSTRACT

*This research aims to analyze the influence of hedonistic lifestyle, flash sales, and e-payment on the impulsive buying behavior of e-commerce users among students at the University of Jambi from an Islamic economic perspective. This study uses a quantitative approach. The sample size is set at 100 respondents, using probability sampling techniques and simple random sampling method. The data used is primary data collected through a digital questionnaire using Google Forms with a Likert scale. Data analysis was conducted with the assistance of SPSS 30 software. The results of the t-test show that hedonistic lifestyle has a positive and significant effect on impulsive buying behavior, flash sales have a positive and significant impact on impulsive buying behavior, while e-payment has a negative and insignificant effect on impulsive buying behavior and the F-test results indicate that hedonistic lifestyle, flash sales, and e-payment together have a positive and significant effect on buying behavior.*

**Keyword:** *Hedonistic Lifestyle, Flash Sales, E-Payment, Impulsive Buying Behavior.*