

ABSTRACT

This study aims to analyze the effect of price perception, social influence, perceived enjoyment, and Islamic consumption on pure impulsive buying. This type of research is quantitative research with nonprobability sampling technique, namely using purposive sampling, which is a sampling technique with certain criteria. Based on predetermined criteria, a sample of 137 respondents was obtained. The analysis method used in this research is multiple linear regression analysis using SPSS 25.

The results of research and hypothesis testing found that price perception has no influence on pure impulsive buying, while social influence, perceived enjoyment, and Islamic consumption have an influence on pure impulsive buying. This study has sample limitations, namely the scope of research only in Semarang City and using multiple linear regression analysis using a Likert scale, so it is not possible to know the research results can interpret positive or negative results accurately.

Keywords: Islamic Consumption; Price Perception; Perceived Enjoyment; Social Influence

