

ABSTRAK

**PENGARUH SALES PROMOTION DAN FASHION INVOLVEMENT TERHADAP
IMPULSE BUYING**

Studi pada pengunjung toko H&M Hartono Mall Yogyakarta

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh secara bersama-sama *sales promotion* dan *fashion involvement* terhadap *impulse buying* pada toko H&M, (2) pengaruh positif secara parsial *sales promotion*, dan *fashion involvement* terhadap *impulse buying* pada toko H&M. Populasi dalam penelitian ini adalah Mahasiswa Universitas Sanata Dharma Yogyakarta yang pernah membeli dan menggunakan barang H&M. Responden dalam penelitian ini sebanyak 96 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan aplikasi SPSS *Statistics 21* dan *Microsoft Excel 2013*. Hasil penelitian ini menunjukkan bahwa (1) *Sales Promotion* dan *Fashion Involvement* secara bersama-sama berpengaruh terhadap *Impulse Buying*, (2) *Sales Promotion*, dan *Fashion Involvement* secara parsial berpengaruh positif terhadap *Impulse Buying*.

Kata Kunci : *Sales Promotion*, *Fashion Involvement*, dan *Impulse Buying*

ABSTRACT

***THE EFFECT OF SALES PROMOTION AND FASHION INVOLVEMENT ON
BUYING IMPULSE***

Study on visitors to the H&M store Hartono Mall Yogyakarta

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This study aims to determine (1) the joint effect of sales promotion and fashion involvement on impulse buying at H&M stores, (2) the partial positive effect of sales promotion, and fashion involvement on impulse buying at H&M stores. The population in this study were students of the University of Sanata Dharma Yogyakarta who had bought and used H&M goods. Respondents in this study were 96 people and the sample was taken using purposive sampling technique. The data analysis technique uses the SPSS Statistics 21 and Microsoft Excel 2013 application. The results of this study indicate that (1) Sales Promotion and Fashion Involvement together have an effect on Impulse Buying, (2) Sales Promotion, and Fashion Involvement partially have a positive effect on Impulse Buying.

Keywords: Sales Promotion, Fashion Involvement, and Impulse Buying