

ABSTRAK

**PENGARUH SALES PROMOTION DAN HEDONIC SHOPPING VALUE
TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION
SEBAGAI VARIABEL MEDIASI PADA PRODUK VINCT STUFF**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh sales promotion terhadap impulse buying pada produk Vinct Stuff, (2) pengaruh hedonic shopping value terhadap impulse buying pada produk Vinct Stuff, (3) sales promotion terhadap positive emotion pada produk Vinct Stuff, (4) pengaruh hedonic shopping value terhadap positive emotion pada produk Vinct Stuff, (5) pengaruh positive emotion terhadap impulse buying pada produk Vinct Stuff, (6) pengaruh sales promotion terhadap impulse buying dengan positive emotion sebagai mediasi pada produk Vinct Stuff, (7) pengaruh hedonic shopping value terhadap impulse buying dengan positive emotion sebagai mediasi pada produk Vinct Stuff. Teknik pengambilan sampel pada penelitian ini menggunakan non probability sampling dengan metode purposive sampling. Data diperoleh dengan melakukan penyebaran kuesioner secara online dan diisi oleh 116 responden. Analisis data menggunakan Partial Least Square (PLS) yang diolah menggunakan SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: (1) Sales promotion berpengaruh terhadap impulse buying pada produk Vinct Stuff, (2) Hedonic shopping value tidak berpengaruh terhadap impulse buying pada produk Vinct Stuff, (3) Sales promotion berpengaruh terhadap positive emotion pada produk Vinct Stuff, (4) Hedonic shopping value berpengaruh terhadap positive emotion pada produk Vinct Stuff, (5) Positive emotion berpengaruh terhadap impulse buying pada produk Vinct Stuff, (6) Sales promotion berpengaruh terhadap impulse buying dengan positive emotion memediasi sebagian pada produk Vinct Stuff, (7) Hedonic shopping value berpengaruh terhadap impulse buying dengan positive emotion memediasi penuh pada produk Vinct Stuff.

Kata Kunci : Sales Promotion, Hedonic Shopping Value, Impulse Buying, Positive Emotion

ABSTRACT

THE EFFECT OF SALES PROMOTION AND HEDONIC SHOPPING VALUE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATION VARIABLE ON VINCT STUFF PRODUCTS

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This study aims to determine: (1) the influence of sales promotion on impulsive purchases of Vinct Stuff products, (2) the influence of hedonic shopping value on impulsive purchases of Vinct Stuff products, (3) the influence of sales promotion on positive emotions of Vinct Stuff products, (4)) the influence of hedonic shopping on positive emotions of Vinct Stuff products, (5) the influence of positive emotions on impulsive purchases of Vinct Stuff products, (6) the influence of sales promotions on impulsive purchases with positive emotions as the mediating variable of Vinct Stuff products, (7) the influence hedonic shopping value on impulse buying with positive emotion as mediation of Vinct Stuff products. The sampling technique in this study used non-probability sampling with purposive sampling method. Data was obtained by distributing questionnaires online and filled in by 116 respondents. Data analysis used Partial Least Square (PLS) which was processed using SmartPLS 3.0. The results of this study indicates that: (1) Sales promotion influenced impulse buying of Vinct Stuff products, (2) Hedonic shopping value did not influence impulse buying of Vinct Stuff products, (3) Sales promotion influenced positive emotion of Vinct Stuff products, (4) Hedonic shopping influenced positive emotions of Vinct Stuff products, (5) Positive emotions influenced impulsive purchases on Vinct Stuff products, (6) Sales promotions influenced impulsive purchases partially-mediated by positive emotions, (7) Hedonic shopping value influenced impulsive buying fully-mediated by positive emotions.

Keywords: Sales Promotion, Hedonic Shopping Value, Impulsive Buying, Positive Emotion