

ABSTRAK

PENGARUH HEDONIC SHOPPING MOTIVATION, FASHION INVOLVEMENT, DAN SHOPPING LIFESTYLE TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI PADA EVENT TANGGAL KEMBAR DI SHOPEE Studi pada Mahasiswa Aktif Universitas Sanata Dharma

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2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *hedonic shopping motivation* terhadap *impulse buying*, (2) pengaruh secara langsung *fashion involvement* terhadap *impulse buying*, (3) pengaruh secara langsung *shopping lifestyle* terhadap *impulse buying*, (4) pengaruh *hedonic shopping motivation* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, (5) pengaruh *fashion involvement* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, (6) pengaruh *shopping lifestyle* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 96 mahasiswa aktif Universitas Sanata Dharma. Analisis data SEM *Partial Least Square* menggunakan SmartPLS 4. Hasil Penelitian ini menunjukkan bahwa: (1) *hedonic shopping motivation* secara langsung tidak berpengaruh terhadap *impulse buying*, (2) *fashion involvement* secara langsung berpengaruh terhadap *impulse buying*, (3) *shopping lifestyle* secara langsung berpengaruh terhadap *impulse buying*, (4) *hedonic shopping motivation* berpengaruh terhadap *impulse buying* dengan dimediasi penuh oleh *positive emotion*, (5) *fashion involvement* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, (6) *shopping lifestyle* berpengaruh terhadap *impulse buying* dengan dimediasi sebagian oleh *positive emotion*.

Kata kunci: *hedonic shopping motivation, fashion involvement, shopping lifestyle, impulse buying, positive emotion*

ABSTRACT

THE EFFECT OF HEDONIC SHOPPING MOTIVATION, FASHION INVOLVEMENT, AND SHOPPING LIFESTYLE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATION VARIABLE AT TWIN DATE EVENTS AT SHOPEE

A Study At Sanata Dharma University Students

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This study aims to determine: (1) the direct effect of hedonic shopping motivation on impulse buying, (2) the direct effect of fashion involvement on impulse buying, (3) the direct effect of shopping lifestyle on impulse buying, (4) the effect of hedonic shopping motivation on impulse buying mediated by positive emotion, (5) the effect of fashion involvement on impulse buying mediated by positive emotion, (6) the effect of shopping lifestyle on impulse buying mediated by positive emotion. The sampling technique uses purposive sampling technique. Data was obtained by distributing questionnaires to 96 student respondents at Sanata Dharma University. SEM Partial Least Square data analysis using SmartPLS 4. The results of this research show that: (1) hedonic shopping motivation does not directly effect impulse buying, (2) fashion involvement directly effect impulse buying, (3) shopping lifestyle directly effect impulse buying, (4) hedonic shopping motivation has an effect on impulse buying which is full mediated by positive emotion, (5) fashion involvement has no effect on impulse buying mediated by positive emotion, (6) shopping lifestyle has an effect on impulse buying which is partial mediated by positive emotion.

Keywords: hedonic shopping motivation, fashion involvement, shopping lifestyle, impulse buying, positive emotion