

ABSTRAK

PENGARUH EXPERIENTIAL MARKETING DAN BRAND IMAGE TERHADAP IMPULSE BUYING PADA PRODUK BOARD GAME MELALUI POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI

Studi Pada Konsumen Vincit Stuff

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh *experiential marketing* terhadap *impulse buying*, (2) Pengaruh *brand image* terhadap *impulse buying*, (3) Pengaruh *experiential marketing* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, dan (4) Pengaruh *brand image* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Data dikumpulkan dengan membagikan kuesioner berupa *google form* secara *online* ke konsumen Vincit Stuff. Sampel dalam penelitian ini adalah sebagian konsumen Vincit Stuff yang sudah pernah melihat atau memainkan produk Vincit Stuff bersama teman, keluarga, pasangan, pernah melihat konten promosi produk kartu obrolan hati *truth or dare* Vincit Stuff, dan konsumen Vincit Stuff yang pernah melakukan pembelian minimal sebanyak 1 kali. Teknik analisis data dalam penelitian ini adalah *partial least square* dengan menggunakan SmartPLS 4.1. Hasil yang diperoleh dalam penelitian ini sebagai berikut: (1) *Experiential marketing* berpengaruh terhadap *impulse buying*, (2) *Brand image* tidak berpengaruh terhadap *impulse buying*, (3) *Experiential marketing* berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, dan (4) *Brand image* berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*.

Kata kunci: *Experiential Marketing, Brand Image, Impulse Buying, Positive Emotion*

ABSTRACT

**THE INFLUENCE OF EXPERIENTIAL MARKETING AND BRAND
IMAGE ON IMPULSE BUYING OF BOARD GAME PRODUCTS
THROUGH POSITIVE EMOTION AS A MEDIATING VARIABLE
(A Study On Vinct Stuff Consumers)**

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This study aims to examine: (1) the effect of experiential marketing on impulse buying, (2) the effect of brand image on impulse buying, (3) the effect of experiential marketing on impulse buying mediated by positive emotion, and (4) the effect of brand image on impulse buying mediated by positive emotion. The sampling technique used in this study is non-probability sampling with a purposive sampling method. Data were collected by distributing an online questionnaire via Google Form to Vinct Stuff consumers. The sample in this study consists of consumers who have seen or played Vinct Stuff products with friends, family, or partners, have seen promotional content for the "Obrolan Hati Truth or Dare" card product by Vinct Stuff, and have made at least one purchase. The data analysis technique used in this research is Partial Least Squares (PLS) using SmartPLS 4.1. The results of this study are as follows: (1) Experiential marketing has an effect on impulse buying, (2) Brand image has no effect on impulse buying, (3) Experiential marketing affects impulse buying through the mediation of positive emotion, and (4) Brand image affects impulse buying through the mediation of positive emotion.

Keywords: Experiential Marketing, Brand Image, Impulse Buying, Positive Emotion