

ABSTRAK

PENGARUH BELANJA HEDONIS, KETERLIBATAN FASHION, DAN PENATAAN VISUAL TERHADAP PEMBELIAN IMPULSIF DENGAN EMOSI POSITIF SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh belanja hedonis terhadap pembelian impulsif, (2) pengaruh keterlibatan *fashion* terhadap pembelian impulsif, (3) pengaruh penataan visual terhadap pembelian impulsif, (4) pengaruh belanja hedonis terhadap pembelian impulsif dengan dimediasi oleh emosi positif, (5) pengaruh keterlibatan *fashion* terhadap pembelian impulsif dengan dimediasi oleh emosi positif, dan (6) pengaruh penataan visual terhadap pembelian impulsif dengan dimediasi oleh emosi positif. Teknik pengambilan sampel *nonprobability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *google form* yang disebarluaskan kepada 300 responden yang memenuhi kriteria. Teknik analisis data dalam penelitian ini menggunakan pendekatan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian ini menunjukkan bahwa: (1) belanja hedonis tidak berpengaruh terhadap pembelian impulsif, (2) keterlibatan *fashion* berpengaruh terhadap pembelian impulsif, (3) penataan visual berpengaruh terhadap pembelian impulsif, (4) belanja hedonis berpengaruh terhadap pembelian impulsif yang dimediasi secara penuh oleh emosi positif, (5) keterlibatan *fashion* berpengaruh terhadap pembelian impulsif yang dimediasi sebagian oleh emosi positif, dan (6) penataan visual berpengaruh terhadap pembelian impulsif yang dimediasi sebagian oleh emosi positif,

Kata Kunci: belanja hedonis, keterlibatan *fashion*, penataan visual, pembelian impulsif, emosi positif.

ABSTRACT

THE INFLUENCE OF HEDONIC SHOPPING, FASHION INVOLVEMENT, AND VISUAL MERCHANDISING ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE

A Study on Uniqlo Consumers in Yogyakarta

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This study aims to determine: (1) the effect of hedonic shopping on impulse buying, (2) the effect of fashion involvement on impulse buying, (3) the effect of visual merchandising on impulse buying, (4) the effect of hedonic shopping on impulse buying mediated by positive emotion, (5) the effect of fashion involvement on impulse buying mediated by positive emotion, and (6) the effect of visual merchandising on impulse buying mediated by positive emotion. The sampling technique used was non-probability sampling with a purposive sampling method. Data were obtained through questionnaires in the form of Google Forms distributed to 300 respondents who met the predetermined criteria. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 software. The results of this study indicate that: (1) hedonic shopping does not affect impulse buying, (2) fashion involvement affects impulse buying, (3) visual merchandising affects impulse buying, (4) hedonic shopping affects impulse buying by being fully mediated by positive emotion, (5) fashion involvement affects impulse buying by being partially mediated by positive emotion, and (6) visual merchandising affects impulse buying by being partially mediated by positive emotion.

Keywords: hedonic shopping, fashion involvement, visual merchandising, impulse buying, positive emotion.