

**ABSTRAK**

**PENGARUH *SHOPPING ENJOYMENT*, PENGALAMAN PEMBELIAN  
DAN *GENDER* PADA MINAT BELI PRODUK *FASHION* DI *ONLINE  
SHOP***

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Penelitian ini bertujuan untuk mengetahui **Pengaruh *Shopping Enjoyment*, Pengalaman Pembelian Dan *Gender* Pada Minat Beli Produk *Fashion* di *Online Shop***. Metode penelitian ini menggunakan metode penelitian kuantitatif. Populasinya adalah mahasiswa yang berada di Yogyakarta. Jumlah sampel sebanyak 100 responden dipilih dengan teknik *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data yang digunakan adalah frekuensi dan uji regresi. Hasil analisis menunjukkan bahwa: (1) *Shopping enjoyment* berpengaruh positif pada minat beli konsumen produk *fashion* di *online shop* (2) Pengalaman pembelian berpengaruh positif pada minat beli konsumen produk *fashion* di *online shop* (3) Tidak terdapat perbedaan dalam minat beli yang dilakukan oleh laki-laki dan perempuan untuk produk *fashion* secara *online*.

Kata kunci : *shopping enjoyment*, pengalaman pembelian, *gender*, minat beli, *online shop*

**ABSTRACT**

**THE EFFECTS OF SHOPPING ENJOYMENT, PURCHASE EXPERIENCE AND GENDER ON INTENTION TO SHOP FOR FASHION PRODUCTS ONLINE**

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*This research aims to determine the effects of shopping enjoyment, purchase experience and gender on intention to shop for fashion products online. This research used quantitative research methods. The research is all students who lives in Yogyakarta. The sample size is 100 respondents, whom are picked up under accidental sampling techniques. The data collection technique used is questionnaire. The data analysis techniques used are frequency and regression analysis to test the data collected. The result of the analysis shows that: (1) Shopping enjoyment has a positive effect on consumers to shop products fashion online (2) Purchase experience has a positive effect on consumers to shop products fashion online (3) There is no difference on shopping fashion products online between man and woman.*

Keywords : *shopping enjoyment, purchase experience, gender, intention to shop, online shop*