PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

PENGARUH *FASHION INVOLVEMENT,* EMOSI POSITIF DAN *AFFILIATE MARKETING* TERHADAP *IMPULSE BUYING* GENERASI Z KOTA YOGYAKARTA PADA PRODUK *FASHION* DI SHOPEE

Studi pada Aplikasi Shopee

Maria Retno Utami
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara bersama-sama *fashion involvement,* emosi positif dan *affiliate marketing* terhadap *impulse buying* pada generasi Z pengguna aplikasi Shopee di Kota Yogyakarta, (2) pengaruh *fashion involvement* terhadap *impulse buying* pada pada generasi Z pengguna aplikasi Shopee di Kota Yogyakarta. (3) pengaruh emosi positif terhadap *impulse buying* pada generasi Z pengguna aplikasi Shopee di Kota Yogyakarta, (4) pengaruh *affiliate marketing* terhadap *impulse buying* pada generasi Z pengguna aplikasi Shopee di Kota Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang *fashion involvement,* emosi positif, *affiliate marketing* dan *impulse buying* kepada 100 responden. Analisis data menggunakan regresi linear berganda dan menggunakan *software* SPSS 22. Hasil penelitian menunjukkan: (1) *fashion involvement,* emosi positif, *affiliate marketing* secara bersama-sama berpengaruh signifikan terhadap *impulse buying*, (2) *fashion involvement* berpengaruh positif dan signifikan terhadap *impulse buying,* (3)emosi positif berpengaruh positif dan signifikan terhadap *impulse buying,* (4) *affiliate marketing* berpengaruh positif dan signifikan terhadap *impulse buying.*

Kata Kunci: *fashion involvement,* emosi positif, *affiliate marketing , impulse buying*.

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRACT

THE INFLUENCE OF FASHION INVOLVEMENT, POSITIVE EMOTIONS AND AFFILIATE MARKETING ON IMPULSE BUYING GENERATION Z OF YOGYAKARTA CITY ON FASHION PRODUCTS AT SHOPEE

Study on the Shopee Application

Maria Retno Utami
Sanata Dharma University
Yogyakarta
2023

This research aims to determine: (1) the joint influence of fashion involvement, positive emotions and affiliate marketing to impulse buying on generation Z users of the Shopee application in Yogyakarta City, (2) influence fashion involvement to impulse buying among generation Z users of the Shopee application in Yogyakarta City. (3) the influence of positive emotions on impulse buying on generation Z users of the Shopee application in Yogyakarta City, (4) influence of affiliate marketing to impulse buying among generation Z users of the Shopee application in Yogyakarta City. The sampling technique used is purposive sampling. Data was obtained by distributing questionnaires about fashion involvement, positive emotions, affiliate marketing and impulse buying to 100 respondents. Data analysis using multiple linear regression and using SPSS 22 software. The research results showed that: (1) fashion involvement, positive emotions, affiliate marketing together have a significant effect on impulse buying, (2) fashion involvement positive and significant effect on impulse buying, (3) positive emotions have a positive and significant effect on impulse buying, (4) affiliate marketing positive and significant effect on impulse buying.

Keywords: Fashion Involvement, Positive Emotions,Affiliate Marketing , Impulse Buying.