ABSTRAK

Judul	:**Pengaruh *Fashion Involvement* dan *Store Atmosphere* terhadap *Impulse Buying* melalui *Hedonic Value* di MayOutfit (dibimbing oleh Abdurrahman)**
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Penelitian ini bertujuan untuk mengetahui pengaruh *Fashion Involvement* (X1) dan *Store Atmosphere* (X2) terhadap *Impulse Buying* (Y) melalui *Hedonic Value* (Z)**.** *Fashion Involvement* adalah keterlibatan atau status motivasi yang menggerakkan dan mengarahkan perilaku konsumen pada saat mereka membuat sebuah keputusan. *Store Atmosphere* adalah rangsangan suasana toko yang mendukung sehingga terjadinya keputusan pembelian yang tidak direncanakan. *Impulse buying* adalah pembelian tanpa perencanaan yang diwarnai oleh dorongan kuat untuk membeli yang muncul secara tiba-tiba. Dan *Hedonic Value* adalah pengalaman konsumsi yang berhubungan dengan perasaan, fantasi, kesenangan.

Populasi dalam penelitian ini adalah wanita pelanggan MayOutfit Tangerang. Teknik pengambilan sampel menggunakan metode *accidental sampling* dengan teknik penelitian berupa analisa Analisis Jalur *(Path Analysis).* dan diperoleh sampel penelitian 190 responden.

Hasil penelitian menunjukkan bahwa *Fashion Involvement* dan *Store Atmosphere* berpengaruh terhadap *Impulse Buying* pelanggan MayOutfit. *Fashion Involvement* dan *Store Atmosphere* berpengaruh langsung terhadap *Impulse Buying* melalui *Hedonic Value* pada pelanggan di MayOutfit.

Kata Kunci: *Fashion Involvement, Store Atmosphere, Impulse Buying, Hedonic Value*

ABSTRACT

Title :***The Effect of Fashion Involvement and Store Atmosphere on Impulse Buying through Hedonic Value at MayOutfit (guided by Abdurrahman)***

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Study Program : *Bussiness Management*

This study aims to determine the effect of Fashion Involvement (X1) and Store Atmosphere (X2) on Impulse Buying (Y) through Hedonic Value (Z). Fashion Involvement is the involvement or status of motivation that drives and directs consumer behavior when they make a decision. Store Atmosphere is a stimulation of a supportive store atmosphere so that unplanned buying decisions occur. Impulse buying is an unplanned purchase characterized by a strong urge to buy what appears. suddenly. And Hedonic Value is a consumption experience related to feelings, fantasies, pleasures.

The population in this study is female customers MayOutfit Tangerang. The sampling technique uses accidental sampling method with research techniques in the form of Path Analysis analysis. and obtained research samples of 190 respondents.

The results showed that Fashion Involvement and Store Atmosphere influenced MayOutfit's Impulse Buying customers. Fashion Involvement and Store Atmosphere directly influence Impulse Buying through Hedonic Value to customers at MayOutfit.

Keywords : Fashion Involvement, Store Atmosphere, Impulse Buying, Hedonic Value