

ABSTRAK

Judul : Pengaruh *Fashion Involvement* dan *Store Atmosphere* Terhadap *Impulse Buying* Melalui *Positive Emotion* Sebagai *Intervening* di H&M.
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Penelitian ini bertujuan Pengaruh *Fashion Involvement* dan *Store Atmosphere* Terhadap *Impulse Buying* Melalui *Positive Emotion* Sebagai *Intervening* di H&M. Variabel Independen terdiri atas *Fashion Involvement* dan *Store Atmosphere*, variabel dependen adalah *Impulse Buying*, dan variabel *Intervening* adalah *Positive Emotion*. Penelitian ini dilakukan pada konsumen yang pernah membeli secara tidak terencana di H&M, melakukan keputusan pembelian tiga bulan terakhir. Sampel yang digunakan adalah sebanyak 170 responden dengan teknik pengambilan sampel yaitu *purposive sampling*. Jenis penelitian ini adalah asosiatif yang bersifat kausal dan metode yang digunakan dalam penelitian ini adalah Analisis Jalur (*Path Analysis*).

Hasil penelitian ini menunjukkan bahwa *Fashion Involvement* berpengaruh secara positif dan signifikan terhadap *Positive Emotion*, dan *Store Atmosphere* berpengaruh secara positif dan signifikan terhadap *Positive Emotion*. *Fashion Involvement* berpengaruh secara positif dan signifikan terhadap *Impulse Buying* dan *Store Atmosphere* tidak berpengaruh terhadap *Impulse Buying*. Terdapat pengaruh antara *Positive Emotion* terhadap *Impulse Buying*. *Fashion Involvement*, *Positive Emotion* berpengaruh secara signifikan terhadap *Impulse Buying*, dan *Store Atmosphere* berpengaruh secara signifikan terhadap *Impulse Buying* melalui *Positive Emotion*. Hal ini berarti bahwa *positive emotion* terbukti sebagai variabel *intervening*.

Kata Kunci : *Fashion Involvement, Store Atmosphere, Positive Emotion, Impulse Buying H&M*

ABSTRACT

Title : The Influence of Fashion Involvement and Store Atmosphere on Impulse Buying through Positive Emotion as Intervening at H&M.

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This study aims to Influence Fashion Involvement and Store Atmosphere on Impulse Buying through Positive Emotion as Intervening in H&M. The independent variable consists of Fashion Involvement and Store Atmosphere, the dependent variable is Impulse Buying, and the Intervening variable is Positive Emotion. This research was conducted on consumers who had purchased unplanned at H&M, made a purchase decision last three months. The sample used was 170 respondents with a sampling technique that is purposive sampling. This type of research is causal associative and the method used in this study is Path Analysis.

The results of this study indicate that Fashion Involvement has a positive and significant effect on Positive Emotion, and Store Atmosphere has a positive and significant effect on Positive Emotion. Fashion Involvement has a positive and significant effect on Impulse Buying and Store Atmosphere has no effect on Impulse Buying. There is an influence between Positive Emotion on Impulse Buying. Fashion Involvement, Positive Emotion significantly influences Impulse Buying, and Store Atmosphere significantly influences Impulse Buying through Positive Emotion. This means that positive emotion is proven to be an intervening variable.

Keywords: Fashion Involvement, Store Atmosphere, Positive Emotion, Impulse Buying H&M.

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