

ABSTRAK

Judul : Pengaruh Visual Merchandising, Product Involvement, Product Knowledge, Shopping Lifestyle, Social Influence Terhadap Impulse Buying Produk Nike Melalui Positive Emotion. (Studi Kasus Pada Pengguna Produk Nike di Jabodetabek).
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Penelitian ini bertujuan untuk mengetahui pengaruh dari *Visual Merchandising, Product Involvement, Product Knowledge, Shopping Lifestyle dan Social Influence* terhadap *Impulse Buying* melalui *Positive Emotion* sebagai variabel *intervening* (studi kasus pada pengguna produk Nike di Jabodetabek). Data sampel yang digunakan dalam penelitian ini berjumlah 360 responden yang diperoleh pengambilannya melalui teknik non-probability sampling dengan purposive sampling yaitu pengguna produk Nike yang membeli produk Nike secara impulsif dan berusia antara 18 hingga 30 tahun yang berlokasi di wilayah Jabodetabek, kuesioner yang diberikan menggunakan skala likert 1 sampai 4 untuk menghindari bias dari responden. Metode analisis yang digunakan dalam penelitian ini menggunakan metode *structural equation model* atau SEM dengan software pengolah data yaitu Linier Structural Relationship.

Hasil penelitian ini menunjukkan bahwa *Visual Merchandising* dan *Social Influence* berpengaruh secara positif dan signifikan terhadap *Positive Emotion*, sedangkan *Product Involvement, Product Knowledge* dan *Shopping Lifestyle* tidak berpengaruh secara positif terhadap *Positive Emotion*. *Positive Emotion* berhasil menjadi variabel *intervening* terhadap *Impulse Buying* karena memiliki nilai pengaruh tidak langsung yang lebih besar dibandingkan pengaruh langsungnya.

Kata kunci: impulse buying, positive emotion, visual merchandising, product knowledge, product involvement, shopping lifestyle, social influence

ABSTRACT

Title : Effects of Visual Merchandising, Product Involvement, Product Knowledge, Shopping Lifestyle, Social Influence on Impulse Buying of Nike Products through Positive Emotion. (Case Study of Nike Product Users in Jabodetabek).

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This study aims to determine the effect of Visual Merchandising, Product Involvement, Product Knowledge, Shopping Lifestyle and Social Influence on Impulse Buying through Positive Emotion as an intervening variable (case study on Nike product users in Greater Jakarta). The sample data used in this study amounted to 360 respondents who were taken through non-probability sampling techniques with purposive sampling, namely Nike product users who purchased Nike products impulsively and aged between 18 and 30 years located in the Greater Jakarta area, the questionnaire given using scale Likert 1 to 4 to avoid bias from respondents. The analytical method used in this study uses the structural equation model or SEM method with data processing software, namely Linear Structural Relationship.

The results showed that Visual Merchandising and Social Influence had a positive and significant effect on Positive Emotion, while Product Involvement, Product Knowledge and Shopping Lifestyle did not have a positive effect on Positive Emotion. Positive Emotion has become an intervening variable on Impulse Buying because it has a greater value of indirect influence than direct effect.

Keywords: impulse buying, positive emotion, visual merchandising, product knowledge, product involvement, shopping lifestyle, social influence