

INTISARI

Penelitian ini bertujuan untuk mengetahui *hedonic shopping motivation* dan *fashion involvement* terhadap *impulse buying*. Populasi yang digunakan dalam penelitian ini yaitu konsumen perempuan Matahari Departmen store City Of Tomorrow Surabaya. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah dengan metode regresi linier berganda. Hasil pengujian menunjukkan bahwa *hedonic shopping motivation* berpengaruh signifikan dan positif terhadap *impulse buying*.

Sedangkan *fashion involvement* berpengaruh signifikan dan positif terhadap *impulse buying*. Hasil pengujian menunjukkan bahwa berdasarkan nilai koefisien determinasi parsial variabel *hedonic shopping motivation* menjadi variabel yang berpengaruh dominan terhadap *impulse buying*.

Kata Kunci : *Hedonic Shopping Motivation, Fashion involvement, dan Impluse Buying*



ABSTRACT

This research is meant to find out the influence of hedonic shopping motivation and fashion involvement to the impulse buying. The population is all female customers of Matahari Departemen Store City Of Tomorrow Surabaya. The sample collection technique has been selected as samples. The data analysis technique has been done by using multiple linear regressions. The result of the examination shows that hedonic shopping motivation has positive and significant influence to the impulse buying. Meanwhile, fashion involvement has positive and significant influence to the impulse buying. The result of the test shows that based on the partial coefficient determination value, the hedonic shopping motivation influence to the impulse buying.

Keywords : Hedonic Shopping Motivation, Fashion involvement, dan Impulse Buying



