

PENGARUH *SHOPPING LIFESTYLE*, *FASHION INVOLVEMENT* DAN *HEDONIC SHOPPING MOTIVATION* TERHADAP *IMPULSE BUYING* DENGAN *POSITIVE EMOTION* SEBAGAI VARIABEL INTERVENING PADA REMAJA GENERASI – Z PENGGUNA ONLINE STORE DI YOGYAKARTA

Andri Saputra

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle*, *fashion involvement*, dan *hedonic shopping motivation* terhadap *impulse buying* melalui *positive emotion* sebagai variabel intervening pada remaja generasi Z pengguna *online store* di Yogyakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan sampel sebanyak 150 responden, instrumen dalam penelitian berupa kuesioner yang disebar melalui *google form*. Pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling* dengan teknik *purposive sampling*. Analisis data yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda menggunakan aplikasi SPSS 26 dan uji sobel test menggunakan kalkulator sobel. Hasil analisis data yang diperoleh dalam penelitian ini menunjukkan bahwa *shopping lifestyle* secara parsial tidak berpengaruh secara signifikan terhadap *positive emotion*, sedangkan *fashion involvement* dan *hedonic shopping motivation* secara parsial masing-masing berpengaruh secara positif dan signifikan terhadap *positive emotion*. *Shopping lifestyle*, *fashion involvement*, *hedonic shopping motivation*, dan *positive emotion* secara parsial masing-masing berpengaruh secara positif dan signifikan terhadap *impulse buying*. *Shopping lifestyle* tidak berpengaruh secara signifikan terhadap *impulse buying* melalui *positive emotion*, *fashion involvement* berpengaruh secara positif dan signifikan terhadap *impulse buying* melalui *positive emotion*, dan *hedonic shopping motivation* berpengaruh secara positif dan signifikan terhadap *impulse buying* melalui *positive emotion*.

Kata Kunci: *Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, dan Impulse Buying.*



***THE EFFECT OF SHOPPING LIFESTYLE, FASHION INVOLVEMENT
AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING WITH
POSITIVE EMOTION AS AN INTERVENING VARIABLE IN
ADOLESCENT GENERATION – Z ONLINE STORE USERS IN
YOGYAKARTA***

Andri Saputra

Abstract

This study aims to determine the effect of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulse buying through positive emotion as an intervening variable in Z generation adolescents who use online stores in Yogyakarta. The method used of 150 respondents, the research instrumen is a questionnaire that is distributed via the google form. Sampling used in this study is non-probability sampling with purposive sampling technique. Data analysis used in this study used multiple linear regression analysis using the SPSS 26 application, and the sobel test using the sobel calculator. The results of the analysis of the data obtained in this study showed that the shopping lifestyle partially has no significant effect on positive emotion, while the involvement of fashion and hedonic shopping motivation partially respectively have a positive and significant effect on positive emotion. Shopping lifestyle has no significant effect on impulse buying through positive emotion, fashion involvement has a positive and significant effect on impulse buying through positive emotion, and hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion.

Keyword: *Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, and Impulse Buying*