

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hedonic motivation dan instore environment islami terhadap minat beli dan impulse buying di toko busana islami di Semarang. Populasi dalam penelitian ini adalah orang yang pernah membeli produk busana islami di Semarang, antara lain pada toko busana islami Al-Fath, Rabbani, Fatimah Zahra dan Pand's. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel yang diambil sebanyak 100 responden, dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SPSS. Hasil penelitian menunjukkan bahwa hedonic motivation berpengaruh positif dan signifikan terhadap minat beli. Instore environment islami berpengaruh positif dan signifikan terhadap minat beli. Hedonic motivation berpengaruh positif dan signifikan terhadap impulse buying. Instore environment islami berpengaruh positif dan signifikan terhadap impulse buying.

Kata Kunci : Hedonic motivation, Instore environment islami, Minat beli, Impulse Buying

ABSTRACT

This research aims to analyze hedonic motivation and instore environment islam to buying interest and impulse buying in muslim fashion in Semarang. The population in this research is a people who have never bought muslim fashion in Semarang. The technique of the sample with a purposive sampling method. Samples taken as many as 100 respondents, with a research instrument in the form of a questionnaire. Data analysis using SPSS. The results showed that hedonic motivation has a positive and significant effect on a buying interest. Islam Instore environment has a positive and significant effect on a buying interest. Hedonic motivation has a positive and significant effect on a impulse buying. Islam Instore environment has a positive and signifikan effect on a impulse buying.

Keywords : Hedonic motivation, Islam Instore environment, Buying Interest, Impulse buying