

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping value* dan *shopping lifestyle* terhadap *impulse buying* Putra Barokah Jepara dengan *positive emotion* sebagai *variable intervening*. Populasi dalam penelitian ini adalah konsumen Putra Barokah Jepara. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel yang diambil sebanyak 100 konsumen, dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SPSS 22.0. Hasil penelitian menunjukkan bahwa *hedonic shopping value* dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *positive emotion*. *Hedonic shopping value*, *shopping lifestyle*, dan *positive emotion* berpengaruh positif dan signifikan terhadap *impulse buying*. *Emotion positive* mampu menjadi variabel *intervening* antara *hedonic shopping value* terhadap *impulse buying* dan antara *shopping lifestyle* terhadap *impulse buying*.

Kata Kunci: *Hedonic shopping value*, *Shopping lifestyle*, *Positive emotion*, dan *Impulse buying*.

## **ABSTRACT**

*This research aims to analyze influence of hedonic shopping value and shopping lifestyle agains impulse buying in Putra Barokah Jepara with positive emotion as intervening variable. The population in this research is a consumer of Putra Barokah Jepara. The technique of the sample with a purposive sampling. Samples taken as many as 100 consumer, with a research instrument in the form of a questionnaire. Data analyze using SPSS 22.0. the result showed that hedonic shopping value and shopping lifestyle has a positive and significant effect on positive emotion. hedonic shopping value, shopping lifestyle, and positive emotion has a positive and significant effect on impulse buying. Emotion positive able to be an intervening variables between hedonic shopping value towards impulse buying and between the shopping lifestyle towards impulse buying.*

*Keywords: Hedonic shopping value, Shopping lifestyle, Emotion positive, and Impulse buying.*