

HEDONIC SHOPPING VALUE, IMPULSE BUYING, SHOPPING LIFESTYLE DAN POSITIVE EMOTION DI DUTA MODE

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) Mengetahui pengaruh *hedonic shopping value* terhadap *positive emotion* di Duta Mode , 2) Mengetahui pengaruh *shopping life style* terhadap *positive emotion* di Duta Mode , 3) Mengetahui pengaruh *hedonic shopping value* terhadap *impulse buying* di Duta Mode ,4) Mengetahui pengaruh *positive emotion* terhadap *impulse buying* di Duta Mode , 5) Mengetahui pengaruh *shopping life style* terhadap *impulse buying* di Duta Mode . Responden dalam penelitian ini adalah konsumen yang melakukan pembelian tidak terencana (*impulse buying*) diDuta Mode dengan jumlah penyebaran kuesioner sesuai jumlah sampel akhir sebanyak 100 responden.

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data *hedonic shopping value, shopping lifestyle terhadap impulse buying dengan dan positive emotion* sebagai intervening. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier dengan menggunakan alat bantu software SPSS versi 22.

Hasil dari penelitian ini menunjukkan bahwa *Hedonic shopping value* dan *shopping lifestyle* terbukti berpengaruh positif pada peningkatan *positive emotion*. *Hedonic shopping value, Shopping lifestyle dan positive emotion* mempunyai pengaruh positif dan signifikan terhadap *impulse buying, Positive emotion* mampu memediasi hubungan *hedonic shopping value* dan *shopping lifestyle terhadap impulse buying*

Kata kunci : *hedonic shopping value, shopping lifestyle, impulse buying, positive emotion*

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ABSTRACT

This study aims to find out: 1) Knowing the effect of hedonic shopping value on positive emotion in Duta Mode, 2) Knowing the effect of shopping life style on positive emotion in Duta Mode, 3) Knowing the effect of hedonic shopping value on impulse buying in Duta Mode, 4) Knowing the effect of positive emotion on impulse buying in Duta Mode, 5) Knowing the effect of shopping life style on impulse buying in Duta Mode. Respondents in this study were consumers who made impulse buying in Ambassador Mode with the number of questionnaires according to the number of final samples of 100 respondents.

The research method used is explanatory research with a quantitative approach because it explains the relationship between variables using a questionnaire as a tool in data collection to reveal data on hedonic shopping value, shopping lifestyle on impulse buying and positive emotion as intervening. The analysis technique used in this study is linear regression analysis using SPSS version 22 software.

The results of this study show that Hedonic shopping values and shopping lifestyle are proven to have a positive effect on increasing positive emotion. Hedonic shopping value, Shopping lifestyle and positive emotion have a positive and significant influence on impulse buying. Positive emotion is able to mediate the relationship of hedonic shopping values and shopping lifestyle to impulse buying

Keywords: *hedonic shopping value, shopping lifestyle, impulse buying, positive emotion*