

ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan peran *positive emotion* dalam memediasi pengaruh *fashion involvement* dan *visual merchandising* terhadap *impulse buying*. Penelitian ini menggunakan kuesioner untuk mengambil data pada konsumen di Distro *Heartbreak Store* Demak sebanyak 100 orang. Teknik pengambilan sampel menggunakan teknik *purposive sampling*, yang artinya teknik penentuan sampel dengan pertimbangan tertentu. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel *fashion involvement* terhadap *impulse buying*, pengaruh positif dan signifikan antara variabel *visual merchandising* terhadap *impulse buying*, pengaruh positif dan signifikan antara variabel *fashion involvement* terhadap *positive emotion*, pengaruh positif dan signifikan antara variabel *visual merchandising* terhadap *positive emotion*, pengaruh positif dan signifikan antara *positive emotion* terhadap *impulse buying*. Serta variabel *positive emotion* terbukti memediasi variabel *fashion involvement* terhadap *impulse buying* dan variabel *positive emotion* terbukti memediasi variabel *visual merchandising* terhadap *impulse buying*.

Kata kunci : *fashion involvement, visual merchandising, positive emotion* dan *impulse buying*.

ABSTRACT

The purpose of this study is to analyze and describe the role of positive emotion in mediating the influence of fashion involvement and visual merchandising on impulse buying. This study uses a questionnaire to retrieve data on consumers in the Demak Heartbreak Store distribution as many as 100 people. The sampling technique uses purposive sampling technique, which means the technique of determining the sample with certain considerations. This analysis method uses the sobel test.

The results of this study indicate that there is a positive and significant influence between the fashion involvement variable on impulse buying, a positive and significant influence between visual merchandising variables on impulse buying, a positive and significant influence between fashion involvement on positive emotion variables, a positive and significant influence between visual merchandising variables towards positive emotion, positive and significant influence between positive emotion on impulse buying. As well as positive emotion variables proved to mediate the fashion involvement variable on impulse buying and positive emotion variables proved to mediate the visual merchandising variable against impulse buying.

Keywords: *fashion involvement, visual merchandising, positive emotion and impulse buying.*