

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Shopping Lifestyle*, *Fashion Involvement*, dan *Hedonic Shopping Motivation* terhadap *Impulsif Buying* melalui *Positive Emotion* sebagai variabel *intervening*. Populasi yang digunakan dalam penelitian ini adalah konsumen yang membeli secara spontan di Pand's Muslim Departement Store dengan jumlah sampel 100 responden dengan instrument penelitian berupa kuesioner. Pengambilan sampel yang digunakan dalam penelitian ini adalah *Non-probability Sampling* dengan teknik *purposive sampling*. Teknik analisis data yang digunakan mencakup analisis deskriptif serta analisis statistik dengan menggunakan aplikasi SPSS 25. Hasil penelitian ini bahwa *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *Positive Emotion*. *Fashion Involvement* berpengaruh negatif dan tidak signifikan terhadap *Positive Emotion*. *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *Positive Emotion*. *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *Impulsif Buying*. *Fashion Involvement* berpengaruh positif dan signifikan terhadap *Impulsif Buying*. *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *Impulsif Buying*. *Positive Emotion* berpengaruh positif dan signifikan terhadap *Impulsif Buying*. *Positive Emotion* mampu menjadi variabel *intervening* antara pengaruh *Shopping Lifestyle*, *Fashion Involvement*, *Hedonic Shopping Motivation* terhadap *Impulsif Buying*.

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



## ABSTRACT

This study aims to analyze the effect of Shopping Lifestyle, Fashion Involvement, and Hedonic Shopping Motivation on Impulsive Buying through Positive Emotion as an intervening variable. The population used in this study are consumers who buy spontaneously at Pand's Muslim Department Store with a sample of 100 respondents with the research instrument in the form of a questionnaire. Sampling used in this research is Non-probability Sampling with purposive sampling technique. The data analysis technique used includes descriptive analysis and statistical analysis using the SPSS 25 application. The results of this study show that Shopping Lifestyle has a positive and significant effect on Positive Emotion. Fashion Involvement has a negative and insignificant effect on Positive Emotion. Hedonic Shopping Motivation has a positive and significant effect on Positive Emotion. Shopping Lifestyle has a positive and significant effect on Impulsive Buying. Fashion Involvement has a positive and significant effect on Impulsive Buying. Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying. Positive Emotion has a positive and significant effect on Impulsive Buying. Positive Emotion can be an intervening variable between the influence of Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation on Impulsive Buying.

Keywords: *Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, and Impulsive Buying.*

