# ABSTRAK

Penelitian ini berjudul “Model Peningkatan *Impulse Buying* melalui *Fashion Involvement, Hedonic Consumption Tendency*, Dan *Positif Emotion* Sebagai Variabel Intervening”. Perkembangan dunia fasion dann gaya hidup yang semakin meningkat dan diiringi pula berkembangnya pusat-pusat perbelanjaan menjadi fasion dan belanja sebagai kebutuhan hidup.

Penelitian ini bertujuan untuk untuk menguji pengaruh *Fashion Involvement* dan *Hedonic Consumption Tendency* terhadap *Impulse buying* melalui Emosi Positif survei pada konsumen Mall Ciputra Semarang. Sampel berjumlah 100 responden dari seluruh konsumen Mall Ciputra Semarang dengan metode purposive sampling menggunakan analisis jalur (*path analysis*). Hasil dari penelitian ini menunjukkan bahwa variabel *Fashion Involvement* (x1), *Hedonic Consumption Tendency* (x2), *Positif Emotion* (y1) berpengaruh terhadap variabel *Impulse Buying* (y2) baik secara langsung atau secara tidak langsung melalui *Positif Emotion*.

**Kata Kunci : *Fashion Involvement, Hedonic Consumption Tendency, Positif Emotion, Impulse Buying***

# ABSTRACT

This study, entitled "Improved Model Impulse Buying through Fashion Involvement, Hedonic Consumption Tendency, And Positive Emotion as an intervening variable". The development of fasion dann lifestyle increased and accompanied the development of shopping centers into fasion and shopping as a necessity of life.

This study aimed to examine the effect Fashion Involvement and Hedonic Consumption Tendency of the Positive Emotions Impulse buying through consumer surveys at the Mall Ciputra Semarang. Sample of 100 respondents from all consumers Mall Ciputra Semarang purposive sampling method using path analysis (path analysis). The results of this study indicate that the variable Fashion Involvement (x1), Hedonic Consumption Tendency (x2), Positive Emotion (y1) effect on variable Impulse Buying (v2), either directly or indirectly through Positive Emotion.

***Keywords : Fashion Involvement, Hedonic Consumption Tendency, Positif Emotion, Impulse Buying***