

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Fashion Involvement*, *Hedonic Shopping Motivation* dan *Positive Emotion* terhadap Pembelian Impulsif pada retail *fashion* Uniqlo secara parsial maupun simultan. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif, dimana data penelitian dikumpulkan melalui observasi, wawancara dan menyebarkan kuesioner dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah regresi linier berganda, korelasi berganda, dan koefisien determinasi.

Hasil Penelitian menunjukkan bahwa *Fashion Involvement*, *Hedonic Shopping Motivation* dan *Positive Emotion* terhadap Pembelian Impulsif pada retail *fashion* Uniqlo dapat dikatakan Kurang baik. *Fashion Involvement*, *Hedonic Shopping Motivation* dan *Positive Emotion* memberi pengaruh kuat terhadap Pembelian Impulsif yaitu sebesar 83,8%. Selain pengujian secara simultan terhadap variable *Fashion Involvement*, *Hedonic Shopping Motivation* dan *Positive Emotion* berpengaruh secara positif dan signifikan terhadap Pembelian Impulsif dengan pengaruh R^2 83,8%. Perbandingan pengaruh terbesar adalah variable *Hedonic Shopping Motivation* 35,9% sedangkan *Positive Emotion* yaitu 29,2% dan *Fashion Involvement* yaitu 18,7% dan sisanya 16,4% dipengaruhi oleh variabel yang tidak diteliti.

Kata kunci: *Fashion Involvement*, *Hedonic Shopping Motivation*, *Positive Emotion*, dan Pembelian Impulsif

ABSTRACT

This study aims to determine how much influence Motivation Fashion Involvement Hedonic Shopping Motivation and Positive Emotion's influence on Buying Impulsive Uniqlo is partially and simultaneous. The research method used was the descriptive method and verifikatif, where the research data was collected through observations, interviews and distributed questionnaires with a total of 100 respondents. The testing of the study instruments used validity tests and rallies. The data analysis method used is multiple linear regression, multiple correlations, and deefficients.

The result of Research shows that Fashion Involvement, Hedonic Shopping Motivation and Positive Emotion to Purchase Impulsive on the fashion retail of the Uniqlo can said Less well. Fashion Involvement, Hedonic Shopping Motivation and Positive Emotion gave a strong influence of Impulsive Purchases which is 83.8%. In addition to testing simultaneously against Fashion Involvement, Hedonic Shopping Motivation and Positive Emotion has a positive effect and significantly to Impulsive Purchase Impulsive with the influence of Rsquare 83.8%. Comparison of the biggest influence is Hedonic Shopping Motivation 35.9% while Positive Emotion is 29.2% and Fashion Involvement is 18.7% and the rest of 16.4% influenced by variables not being studied.

Keywords: *Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, and Impulsive Purchases*