

INTISARI

Dinamika pergantian dalam bidang *fashion* selalu berkembang dengan cepat tak terkecuali pada *fashion* busana muslim. Gelombang permintaan terhadap busana muslim menjadi suatu bisnis yang menjanjikan, sehingga semakin hari semakin meningkat. Pesatnya perkembangan bisnis ritel yang dibarengi dengan persaingan yang ketat dari masing-masing gerai butik, pemasar dapat menciptakan strategi yang dapat digunakan untuk memenangkan persaingan terhadap usaha ritel yang sejenis.

Tujuan utama dari penelitian ini adalah untuk mengetahui hubungan antara *Fashion Involvement* terhadap *Impulse Buying*, dimana *Positive Emotion* dan *Hedonic Consumption Tendency* sebagai pemediasi dengan fokus pada konsumen busana muslim butik Al-Fath, Karita dan Anisa milik Margaria Group Yogyakarta. Metode penelitian ini adalah dengan survey langsung ke pelanggan yang bersangkutan. Dilakukan uji Reliabilitas dan uji Validitas. Responden penelitian terdiri dari 150 konsumen, data yang terkumpul dianalisis dengan metode SEM AMOS.

Hasil penelitian menunjukkan bahwa: 1) *Fashion Involvement* tidak berpengaruh signifikan terhadap *Positive Emotion*; 2) *Fashion Involvement* berpengaruh positif dan signifikan terhadap *Hedonic Consumption Tendency*; 3) *Fashion Involvement* berpengaruh positif dan signifikan terhadap *Impulse Buying*; 4) *Hedonic Consumption Tendency* berpengaruh positif dan signifikan terhadap *Positive Emotion*; 5) *Positive Emotion* berpengaruh positif dan signifikan terhadap *Impulse Buying*; 6) *Hedonic Consumption Tendency* berpengaruh positif dan signifikan terhadap *Impulse Buying*

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

ABSTRACT

The changing dynamics in the field of fashion are always growing rapidly, no exception to Muslim fashion. The wave of demand for Muslim fashion has become a promising business so that more and more days are increasing. The rapid development of the retail business coupled with intense competition from each boutique outlet, marketers can create strategies that can be used to win the competition against similar retail businesses.

The main objective of this research is to find out the relationship between Fashion Involvement towards Impulse Buying, where Positive Emotion and Hedonic Consumption Tendency are mediators focusing on Muslim fashion consumers Al-Fath, Karita and Anisa owned by Margaria Group Yogyakarta. The method of this research is a direct survey of the relevant customer. Test reliability and validity were carried out. The research respondents consisted of 150 consumers, the data collected was analyzed by the AMOS SEM method.

The results showed that: 1) Fashion Involvement had no significant effect on Positive Emotion; 2) Fashion Involvement has a positive and significant effect on the Hedonic Consumption Tendency; 3) Fashion Involvement has a positive and significant effect on Impulse Buying; 4) Hedonic Consumption Tendency has a positive and significant effect on Positive Emotion; 5) Positive Emotion has a positive and significant effect on Impulse Buying; 6) Hedonic Consumption Tendency has a positive and significant effect on Impulse Buying

Keywords: Fashion Involvement, Positive Emotion, Hedonic Consumption Tendency dan Impulse Buying