

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh hedonic shopping value dan gaya hidup belanja terhadap impulse buying baik secara langsung maupun melalui variabel intervening yaitu emosi positif. Objek dalam penelitian ini adalah Matahari Department Store Yogyakarta. Dalam penelitian ini sampel berjumlah 163 responden yang dipilih dengan metode purposive sampling. Teknik analisis data dalam penelitian ini menggunakan Structural Equation Modeling (SEM) dengan bantuan software AMOS 22.

Hasil penelitian menunjukkan bahwa hedonic shopping value berpengaruh positif signifikan terhadap emosi positif, gaya hidup belanja berpengaruh positif signifikan terhadap emosi positif, emosi positif berpengaruh positif signifikan terhadap impulse buying, hedonic shopping value berpengaruh positif signifikan terhadap impulse buying, gaya hidup belanja berpengaruh positif signifikan terhadap impulse buying, *hedonic shopping value* berpengaruh positif signifikan terhadap *Impulse Buying* melalui emosi positif dan gaya hidup belanja berpengaruh positif signifikan terhadap impulse buying melalui emosi positif.

Kata kunci : *hedonic shopping value*, gaya hidup belanja, *impulse buying* dan emosi positif

ABSTRACT

The research aims to analyze the influence of hedonic shopping value and shopping lifestyle against impulse buying either directly or through an intervening variable that is positive emotion. The object of this research is Matahari Department Store Yogyakarta. In this study, a sample of 163 respondents were selected using purposive sampling. The data analysis technique in this study using Structural Equation Modeling (SEM) with Amos 22 software.

The result of the research showed that the hedonic shopping value influences positive significant to positive emotion, shopping lifestyle influences positive significant to positive emotion, positive emotion influences positive significant to impulse buying, hedonic shopping value influences positive significant to impulse buying, shopping lifestyle influences positive significant to impulse buying, hedonic shopping value influences positive significant to impulse buying through positive emotion and shopping lifestyle influences positive significant to impulse buying through positive emotion.

Keyword : hedonic shopping value, shopping lifestyle, impulse buying and