

ABSTRAK

Karen Valentine (01619200102)

PENGARUH *FASHION INVOLVEMENT*, *HEDONIC SHOPPING MOTIVATION*, *SHOPPING LIFESTYLE* DAN *PRICE DISCOUNT* TERHADAP *IMPULSE BUYING* (STUDI PADA MEREK H&M DI PROVINSI DKI JAKARTA)

Penelitian ini dilakukan untuk mengkaji pengaruh *fashion involvement*, *hedonic shopping motivation*, *shopping lifestyle* dan *price discount* terhadap *impulse buying* pada konsumen H&M di Provinsi DKI Jakarta. Penentuan besarnya responden penelitian dilakukan menggunakan *simple random sampling* dan didapatkan sebanyak 100 responden yang memenuhi kriteria penelitian. Penelitian ini menggunakan metode kuantitatif dan jenis data dalam penelitian ini adalah data primer yang dikumpulkan dengan menggunakan kuesioner secara daring (*online*) melalui *Google Form*. Hasil penelitian menunjukkan bahwa *fashion involvement* berpengaruh positif dan signifikan terhadap *impulse buying*, *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulse buying*, *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* dan *price discount* berpengaruh positif dan signifikan terhadap *impulse buying* pada konsumen H&M di Provinsi DKI Jakarta. H&M sebaiknya harus lebih memahami perilaku konsumen agar meningkatkan pembelian impulsif, diantaranya secara berkala mengeluarkan produk fashion yang trendi, memberikan stimulus-stimulus yang menyenangkan bagi konsumen, lebih meningkatkan keberagaman dan kualitas produk *fashion* serta terus melakukan kegiatan promosi secara berkala dengan cara memberikan promo, potongan harga ataupun kupon yang menarik.

Kata kunci: *Fashion Involvement*, *Hedonic Shopping Motivation*, *Shopping Lifestyle*, *Price Discount*, *Impulse Buying*

ABSTRACT

Karen Valentine (01619200102)

THE EFFECT OF FASHION INVOLVEMENT, HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE AND PRICE DISCOUNT ON IMPULSE BUYING (STUDY ON H&M BRAND IN DKI JAKARTA PROVINCE)

This research was conducted to examine the effect of fashion involvement, hedonic shopping motivation, shopping lifestyle and price discount on impulse buying of H&M consumers in DKI Jakarta Province. Determination of the size of this research respondents was carried out using simple random sampling and obtained as many as 100 respondents who met this research criteria. This research uses quantitative methods and the type of data in this research is primary data collected using online questionnaires via Google Form. The results showed that fashion involvement has a positive and significant effect on impulse buying, hedonic shopping motivation has a positive and significant effect on impulse buying, shopping lifestyle has a positive and significant effect on impulse buying and price discount has a positive and significant effect on impulse buying of H&M consumers in DKI Jakarta Province. H&M should better understand consumer behavior in order to increase impulse buying, including periodically issuing trendy fashion products, providing pleasant stimuli for consumers, increasing the diversity and quality of fashion products and continuing to create promotional activities regularly by providing promotions, discounts or coupons.

Keywords: *Fashion Involvement, Hedonic Shopping Motivation, Shopping Lifestyle, Price Discount, Impulse Buying*