

## ABSTRAK

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### **PENGARUH EMOSI POSITIF SEBAGAI MEDIATOR VARIABEL LAIN TERHADAP *IMPULSIVE BUYING* DI TOKO OFFLINE NIKE**

(xiv + 170 halaman: 4 gambar; 1 grafik; 27 tabel)

Penelitian ini bertujuan untuk mengetahui pengaruh emosi positif sebagai mediator variabel lain terhadap *impulsive buying* Brand Nike. Penelitian awal menunjukkan fenomena bahwa emosi positif mampu memediasi variabel lain yang berpengaruh terhadap *impulsive buying* Brand Nike. Subjek penelitian ini adalah yang sudah pernah membeli di toko ritel *brand Nike* yang tersebar di wilayah Indonesia. Teknik pengambilan sampel pada penelitian ini adalah *purposive sampling* dengan jumlah sampel yang digunakan sebanyak 165 responden dengan menggunakan kuesioner elektronik. Data yang diperoleh, dikumpulkan serta dianalisis dengan menggunakan metode Partial Least Square – Structural Equation Modelling (PLS-SEM) dengan software SmartPLS. Uji statistik yang digunakan dalam penelitian ini adalah *one-tailed* dengan tingkat signifikansi 0.05. Hasil penelitian ini menunjukkan *hedonic shopping motives*, *fashion involvement*, emosi positif berpengaruh positif dan signifikan terhadap *impulsive buying*, *hedonic shopping motives*, *fashion involvement* dan *store atmosphere* berpengaruh positif dan signifikan terhadap emosi positif, sedangkan *store atmosphere* berpengaruh negatif dan signifikan terhadap *impulsive buying*. Implikasi manajerial dari penelitian ini memberikan beberapa rekomendasi serta saran kepada Toko Offline Nike fokus meningkatkan promosi, menyediakan informasi produk yang lengkap di website toko online brand Nike, memperbaiki tata letak produk dan meningkatkan kenyamanan dan daya tarik dalam berbelanja.

Katakunci : *hedonic shopping motives*, *fashion involvement*, *store atmosphere*, emosi positif, *impulsive buying*

Referensi : 123 (1985-2023)

## **ABSTRACT**

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***THE EFFECT OF POSITIVE EMOTIONS AS A MEDIATOR OF OTHER VARIABLES ON IMPULSIVE BUYING AT NIKE OFFLINE SHOPS***  
*(xiv + 123 pages; 4 pictures; 1 graph; 27 tables)*

*This study aims to influence positive emotions as a mediator of other variables in impulsive buying of the Nike brand. An initial survey conducted at the start of the study revealed the phenomena that pleasant emotions could mediate other factors that affected impulsive purchases of the Nike brand. The participants in this study were all millennials who had made purchases at Indonesian Nike brand retail locations. The sampling technique in this study was purposive sampling with the number of samples to be used five times the number of indicators with a total sample of 165 respondents. by using an electronic questionnaire. The data obtained, collected and analyzed using the Partial Least Square – Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The statistical test used in this study was one-tailed, namely 1.645 with a significance level of 0.05. The results of this study indicate that hedonic shopping motives, fashion involvement, positive emotions have a positive and significant effect on impulsive buying, hedonic shopping motives, fashion involvement and store atmosphere have a positive and significant effect on positive emotions, while store atmosphere has a negative and significant effect on impulsive buying. The managerial implications of this study provide several recommendations and suggestions to the Nike Offline Store to focus on increasing promotions, providing complete product information on the Nike brand online store website, improving product layout, and increasing convenience and attractiveness in shopping.*

*Keywords: hedonic shopping motives, fashion involvement, store atmosphere, positive emotions, impulsive buying*

*References : 123 (1985-2023)*