

IMPULSE BUYING ON BRAND H&M PRODUCT IN PONDOK INDAH MALL SOUTH JAKARTA

By

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Abstract

This research is qualitative with quantified which aims to know the influence of hedonic shopping motives, shopping lifestyle, and fashion involvement toward impulse buying. Population in this research is visitor H&M Pondok Indah Mall South Jakarta. The sample size was taken by 75 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaires. Analytical technique used is the method of analysis PLS (Partial Least Square). The result of this study indicate that hedonic shopping motives have a significant effect on impulse buying with a value of 0,561. Shopping lifestyle has no significant effect on impulse buying with a value of 0,098. And fashion involvement has no significant effect on impulse buying with a value of -0,006. Variable of hedonic shopping motives have a dominant influence. And together hedonic shopping motives, shopping lifestyle, and fashion involvement contributed 36,70% and other factors of 63,30%.

Keywords: Hedonic Shopping Motives, Shopping Lifestyle, Fashion Involvement and Impulse Buying.

IMPULSE BUYING PADA PRODUK MEREK H&M DI PONDOK INDAH MALL JAKARTA SELATAN

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Abstrak

Penelitian ini merupakan penelitian kualitatif yang dikuantitatifkan bertujuan untuk mengetahui pengaruh *hedonic shopping motives*, *shopping lifestyle*, dan *fashion involvement* terhadap *impulse buying*. Populasi dalam penelitian ini adalah pengunjung *outlet* H&M Pondok Indah Mall Jakarta Selatan. Ukuran sampel diambil sebanyak 75 responden, dengan *metode non probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa *hedonic shopping motives* berpengaruh signifikan terhadap *impulse buying* dengan nilai sebesar 0,561. *Shopping lifestyle* tidak berpengaruh signifikan terhadap *impulse buying* dengan nilai sebesar 0,098. Dan *Fashion involvement* tidak berpengaruh signifikan terhadap *impulse buying* dengan nilai sebesar -0,006. Variabel *hedonic shopping motives* memiliki pengaruh yang dominan. Dan secara bersama-sama *hedonic shopping motives*, *shopping lifestyle*, *fashion involvement* memberi kontribusi sebesar 36,70%, faktor lain sebesar 63,30%.

Kata kunci: *Hedonic Shopping Motives*, *Shopping Lifestyle*, *Fashion Involvement* dan *Impulse Buying*.