

INTISARI

Tujuan dari penelitian ini adalah untuk menganalisis dan menguji hubungan kausal (sebab-akibat) pengaruh *fashion involvement* terhadap *hedonic consumption tendency* kalangan remaja di Surabaya, melalui penelitian ini dapat dianalisis pula pengaruh *fashion involvement* dan *hedonic consumption tendency* terhadap *positive emotion* kalangan remaja di Surabaya, dan tujuan lebih lanjut dari penelitian ini adalah untuk menganalisis pengaruh *fashion involvement*, *positive emotion*, dan *hedonic consumption tendency* terhadap *impulse buying* dalam konteks belanja pada produk pakaian yang dilakukan oleh para remaja di Surabaya. Responden yang digunakan dalam penelitian ini berjumlah 120 orang responden dengan karakteristik responden yang pernah melakukan pembelian impulsif minimal 2 kali dalam 6 bulan terakhir pada kategori produk pakaian, responden yang suka memakai pakaian yang sedang trend saat ini, responden yang pernah berbelanja pakaian di butik atau toko khusus *fashion*, responden yang pernah melakukan pembelian atas dasar kesenangan, responden berdomisili di Surabaya, responden berusia 18 sampai 24 tahun, dan responden minimal berpendidikan terakhir SMA.

Penelitian ini dilakukan melalui pengambilan sample dengan metode *non probability sampling* dengan teknik *convenience sampling* dan menggunakan skala pengukuran skala likert 7 point. Pengolahan data dalam penelitian ini menggunakan metode *Structural Equation Model (SEM)* dengan bantuan software Lisrel 8.70. Untuk membuktikan hipotesis kerja yang diduga berpengaruh antara variabel *fashion involvement*, *positive emotion*, *hedonic consumption tendency*, dan *fashion-oriented impulse buying* kalangan remaja di Surabaya maka uji yang digunakan adalah uji t dimana hipotesis dapat diterima apabila nilai $t \geq 1,96$.

Dari hasil penelitian ini didapatkan hasil bahwa *fashion involvement* berpengaruh positif terhadap *positive emotion* kalangan remaja di Surabaya, *fashion involvement* berpengaruh positif terhadap *fashion-oriented impulse buying* kalangan remaja di Surabaya, *fashion involvement* berpengaruh positif terhadap *hedonic consumption tendency* kalangan remaja di Surabaya, *hedonic consumption tendency* berpengaruh positif terhadap *positive emotion* kalangan remaja di Surabaya, *hedonic consumption tendency* berpengaruh positif terhadap *fashion-oriented impulse buying* kalangan remaja di Surabaya, dan *positive emotion* berpengaruh positif terhadap *fashion-oriented impulse buying*.

Keyword : pembelian impulsif, keterlibatan fashion, konsumsi hedonis, emosi positif, kalangan remaja

ABSTRACT

The purpose of this research is to analyze and test the causal relationship (cause-effect) fashion involvement influences the hedonic consumption tendency among adolescents in Surabaya, through this research can be analyzed also the influence of fashion involvement and hedonic consumption tendency toward positive emotion among teenagers in Surabaya, and a further goal of this research was to analyze the influence of fashion involvement, positive emotion, and hedonic consumption tendency toward impulse buying in the context of spending on clothing products made by teenagers in Surabaya. Respondents were used in this study were 120 respondents to the characteristics of respondents who never make an impulsive purchase at least 2 times in the last 6 months on clothing product categories, respondents who liked to wore clothes that were at this time, respondents who didn't ever shop for clothes in a boutique or specialty store fashion, respondents who had made a purchase on the basis of pleasure, the respondent was domiciled in Surabaya, respondents aged 18 to 24 years, and respondents education at least past high school.

This research was conducted through sampling with non-probability sampling method with the convenience of sampling techniques and used measurement scales 7-point Likert scale. Processing of the data in this study used the Structural Equation Model (SEM) with the help of software Lisrel 8.70. To prove the hypothesis that the variables are supposed to influence the fashion involvement, positive emotion, hedonic consumption tendency, and fashion-oriented impulse buying among teenagers in Surabaya, the test used is the t-test where the hypothesis can be accepted if the value of $t \geq 1.96$.

Results of this research is showed that fashion involvement positive effect on positive emotion among teenagers in Surabaya, fashion involvement had positive influence on fashion-oriented impulse buying among teenagers in Surabaya, fashion involvement has positive influence on hedonic consumption tendency among adolescents in Surabaya, hedonic consumption tendency positive effect on positive emotion among teenagers in Surabaya, hedonic consumption tendency had positive influence on fashion-oriented impulse buying among teenagers in Surabaya, and positive emotion positive influence on fashion-oriented impulse buying.

Keyword: impulsive buying, fashion involvement, hedonic consumption tendency, positive emotions, among teenagers