

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Personality*, *Cultural*, *Shopping Enjoyment Tendency*, *Materialism*, serta *Impulsive Buying Tendency* terhadap *Impulsive Buying Behavior* pada perilaku pembelian pakaian oleh konsumen di Surabaya.

Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang pernah melakukan pembelian pakaian secara impulsif dalam 1 tahun terakhir dan berpendidikan minimal SMA atau sederajat. Jenis penelitian yang digunakan adalah penelitian kausal. Penelitian menggunakan pendekatan kuantitatif. Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuesioner. Responden dalam penelitian ini berjumlah 300 orang yang terdiri dari 133 konsumen laki-laki dan 167 konsumen perempuan. Dalam penelitian ini data dianalisis menggunakan SEM (*Structural Equation Modeling*) dengan software AMOS 22.

Hasil penelitian ini menunjukkan bahwa *personality emotional stability* tidak berpengaruh secara signifikan terhadap *impulsive buying behavior*. *Personality Agreeableness* tidak berpengaruh secara signifikan terhadap *impulsive buying behavior*. *Personality Extraversion* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior*. *Personality Conscientiousness* memiliki pengaruh negatif yang signifikan terhadap *impulsive buying behavior*. *Personality Openness to Experiences* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior*. *Cultural Collectivism* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior*. *Cultural Individualism* tidak berpengaruh secara signifikan terhadap *impulsive buying behavior*. *Shopping Enjoyment Tendency* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior*. *Materialism* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior*. *Impulsive Buying tendency* memiliki pengaruh positif yang signifikan terhadap *impulsive buying behavior* produk pakaian.

Kata kunci: *Consumer behavior*, *Impulsive buying*, *Personality*, *Culture*, *Materialism*.

## **ABSTRACT**

*This study aimed to examine the effect of Personality, Cultural, Shopping Enjoyment Tendency, Materialism, and Impulsive Buying Tendency to Impulsive Buying Behavior in the purchasing behavior of society in Surabaya.*

*This study using purposive sampling approach, in which a sample of respondents who have ever made a purchase clothes impulsively in the past one year and at least high school education or equivalent. This type of research is causal research. The study uses a quantitative approach. Source data used are primary data is by distributing questionnaires. Respondents in this research were 300 people consisting of 133 consumers male and 167 female consumers. In this study, data was analyzed using SEM (Structural Equation Modeling) with software called AMOS 22.*

*The results of this study showed that personality emotional stability does not significantly influence the impulsive buying behavior. Personality Agreeableness does not significantly influence the impulsive buying behavior. Personality Extraversion have a significant positive effect on impulsive buying behavior. Personality Conscientiousness have a significant negative influence on impulsive buying behavior. Personality Openness to Experienceness have a significant positive effect on impulsive buying behavior. Cultural Collectivism have a significant positive effect on impulsive buying behavior. Cultural Individualism is not a significant influence on impulsive buying behavior. Shopping Enjoyment Tendency have a significant positive effect on impulsive buying behavior. Materialism have a significant positive effect on impulsive buying behavior. Impulsive Buying Tendency have a significant positive effect on impulsive buying behavior clothing products.*

*Keywords: Consumer behavior, Impulsive buying, Personality, Culture, Materialism.*