

Faktor-Faktor Pendorong Konsumen Melakukan Impulsive Buying pada Toko-Toko Ritel Fashion di Jakarta

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Abstrak

Konsumen merupakan inti dari penjualan perusahaan. Perilaku pembelian konsumen telah diteliti oleh banyak peneliti di dunia, penelitian membagi pembelian oleh konsumen menjadi dua yaitu planned buying dan unplanned buying. Unplanned buying dapat disebabkan karena munculnya sisi impulsif dari konsumen di saat terjadinya proses pembelian yang dapat menyebabkan munculnya impulsive buying behavior. Perusahaan dapat meningkatkan faktor-faktor pendorong konsumen melakukan pembelian secara impulsif. Dengan meningkatkan faktor-faktor pendorong pembelian secara impulsif, perusahaan dapat meningkatkan penjualan. Hasil penelitian menunjukkan bahwa fashion involvement dan positive emotion dapat mempengaruhi fashion-oriented impulsive buying behavior konsumen Indonesia sedangkan hedonic consumption tendency tidak mempengaruhi fashion-oriented impulsive buying.

Consumers are the core of company's sales. Consumer buying behavior has been studied by many researchers; it can be divided into two categories. First is planned buying and second is unplanned buying. Unplanned buying can be caused due to emergence of impulsive side of the consumer when the purchase process happened. This also leads to impulsive buying behavior, by increasing the driving factors of an impulsive purchase, sales could increase. Result showed that fashion involvement and positive emotion can influence the fashion-oriented impulsive buying behavior in Indonesia, while hedonic consumption tendency doesn't affect the fashion-oriented impulsive buying.