

Analisis faktor-faktor intrinsik yang mempengaruhi perilaku pembelian (impulsive buying behavior) pada fashion kaum pria metroseksual di Jakarta = Intrinsic factors affecting impulsive buying behavior related to fashion of metrosexual men in Jakarta

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Abstrak

Penelitian ini dilakukan bertujuan untuk mengetahui variabel faktor intrinsik yang dimiliki oleh kaum pria metroseksual di Jakarta yang berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif (impulsive buying behavior) yang mereka lakukan. Faktor-faktor intrinsik tersebut adalah kepribadian (personality), budaya (culture), materialisme (materialism), shopping enjoyment tendency, dan impulsive buying tendency. Penelitian ini menggunakan metode analisis data yaitu distribusi frekuensi, uji reliabilitas, analisis faktor, dan analisis pengaruh/regresi. Pengolahan seluruh data menggunakan alat bantu yaitu IBM SPSS Statistics 20. Hasil analisis yang telah dilakukan dalam penelitian ini ternyata dari lima dimensi kepribadian, hanya dua dimensi yaitu extraversion dan openness yang memiliki pengaruh positif dan signifikan terhadap perilaku pembelian impulsif kaum pria metroseksual di Jakarta dalam berbelanja produk fashion. Perilaku pembelian impulsif para kaum ini pun dipengaruhi positif dan signifikan oleh variabel shopping enjoyment tendency dan impulsive buying tendency. Saran dari penelitian ini adalah setiap perusahaan yang bergerak di bidang fashion harus memperhatikan faktor-faktor intrinsik yang telah disebutkan di atas dalam melakukan strategi bisnisnya. Hal ini akan berdampak positif bagi perusahaan karena kaum pria metroseksual termasuk target pasar yang potensial.

The research was conducted to find out which variables as intrinsic factors of metrosexual men in Jakarta have a positive impact and significant impact on impulsive buying behavior that they did. Intrinsic factors include personality, culture, materialism, shopping enjoyment tendency, and impulsive buying tendency. Data analysis methods used were frequency distribution, reliability test, factor analysis, and regression analysis. This research used IBM SPSS Statistics 20 as a research tool. This Research found the results that there are two variables of personality which are extraversion and openness positively affecting on impulsive buying behavior that metrosexual men did on shopping fashion items. In addition, impulsive buying behavior is positively influenced by materialism, shopping enjoyment tendency, and impulsive buying tendency. This research recommends that every fashion organization or firms have to give more attention on intrinsic factors above in decision making that related with business strategies. That will positively affect a sales growth because metrosexual men are the potential targets.;

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research recommends that every fashion organization or firms have to give more attention on intrinsic factors above in decision making that related with business strategies. That will positively affect a sales growth because metrosexual men are the potential targets.</i>