

Pengaruh faktor intrinsik pembelian impulsif produk pakaian: studi kasus pada mahasiswa UI = An analysis of intrinsic factor influence towards apparel's impulsive buying: case study on students of University of Indonesia

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Abstrak

Pembelian impulsif sebagai salah satu tipe pembelian sudah menjadi bagian dari perilaku konsumen Indonesia masa kini. Faktor faktor intrinsik maupun ekstrinsik sudah sejak lama dianalisis dan diuji sebagai indikator terbentuknya perilaku impulsif. Tujuan penelitian ini adalah untuk menguji pengaruh kelima faktor intrinsik yaitu kepribadian budaya shopping enjoyment tendency materialism dan impulsive buying tendency terhadap pembelian impulsif. Penelitian ini merupakan penelitian dengan desain kuantitatif yakni konklusif deskriptif dan cross sectional design Metode pengumpulan data melalui survey dengan menyebarkan 220 kuesioner kepada responden yang pernah melakukan pembelian impulsif produk pakaian dalam 3 bulan terakhir Hasil penelitian menunjukkan bahwa kepribadian Extraversion kepribadian Agreeableness kepribadian Neuroticism budaya Individualism Materialism dan Impulsive Buying Tendency memiliki pengaruh positif terhadap pembelian impulsif produk pakaian pada mahasiswa UI.

.....Impulsive buying as one of the purchase type has been a part of Indonesia consumer Intrinsic and extrinsic factors have been analyzed and tested for many previous studies as an indicator of how an impulsive behavior established. The goal of this study is to examine the effect of five intrinsic factors namely personality culture materialism shopping enjoyment tendency and impulsive buying tendency on impulsive buying behaviour. This study is designed with conslusive descriptive design and survey method Data is collected by distributing 220 questionairre to those who have made a clothes impulsive buying on the last 3 months The findings of the study confirmed that the three personality constructs the cultural construct of Individualism shopping enjoyment tendency and materialism show a significant impact on impulsive buying among the students of University of Indonesia.