

ABSTRAK

Name : Emir Zakiar

NPM : 0806480321

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

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*.

Kata kunci: *fashion involvement, hedonic consumption tendency, positive emotion, impulsive buying, behavior, fashion, Retail*

ABSTRACT

Name : Emir Zakiar

NPM : 0806480321

Judul : *Factors Driving Consumer Impulsive Buying Perform at Fashion Retail Stores-Shop in Jakarta*

Consumers are the core of company's sales. Consumer buying behavior has been studied by many researchers; its 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 don't affect the fashion-oriented impulsive buying.

Keyword: fashion involvement, hedonic consumption tendency, positive emotion, impulsive buying, behavior, fashion, Retail