

ABSTRAK

Mahasiswa sebagai Generasi Z yang memiliki sifat *premium shopaholics* dan senang menghabiskan waktu mereka untuk membandingkan suatu produk atau jasa sehingga mereka bisa melakukan *impulsive buying*. *Impulsive buying* secara online saat ini meningkat karena konsumen lebih banyak menghabiskan waktu melalui internet. Faktor yang mempengaruhi *impulsive buying*, dalam penelitian ini adalah *fashion involvement*. Penelitian ini bertujuan untuk mengetahui hubungan *fashion involvement* dengan pada *impulsive buying* Mahasiswa Yogyakarta. Subjek penelitian sebanyak 120 mahasiswa. Metode pengumpulan data menggunakan kuesioner dengan skala *fashion involvement* dan skala *impulsive buying*. Teknik analisis data menggunakan korelasi *product moment*. Hasil koefisien korelasi nilai *Pearson Correlation* sebesar 0,631 dan memiliki nilai signifikan (sig.) $0,000 < 0,05$, sehingga hipotesis dalam penelitian ini diterima. Artinya bahwa terdapat hubungan yang positif dan signifikan antara *fashion involvement* dengan *impulsive buying*. Hasil pengujian koefisien determinasi 0,398 atau 39,8%. Hal ini menunjukkan bahwa *fashion involvement* mampu memberikan sumbangan efektif pada *impulsive buying* sebesar 38,8%.

Kata kunci: *Fashion Involvement, Impulsive Buying, Mahasiswa*

ABSTRACT

Students as Generation Z have premium shopaholic characteristics and like to spend their time comparing a product or service so they can make impulsive purchases. Impulsive buying online is currently increasing because consumers spend more time on the internet. The factor that influences impulsive buying in this study is fashion involvement. This study aims to determine the relationship between fashion involvement and impulsive buying by Yogyakarta students. The research subjects were 120 students. Methods of data collection using a questionnaire with a scale of fashion involvement and impulsive buying scale. Data analysis technique uses product moment correlation. The result of the correlation coefficient is the Pearson Correlation value of 0.631 and has a significant value (sig.) $0.000 < 0.05$, so the hypothesis in this study is accepted. This means that there is a positive and significant relationship between fashion involvement and impulsive buying. The test results for the coefficient of determination are 0.398 or 39.8%. This shows that fashion involvement is able to make an effective contribution to impulsive buying by 38.8%.

Keywords: *Fashion Involvement, Impulsive Buying, Students*