

**PENGARUH *HEDONIC SHOOPING VALUE*, *FASHION INVOLVEMENT*,
DAN *STORE ATMOSPHERE* TERHADAP *IMPULSE BUYING* STUDI
PADA *STORE UNIQLO INDONESIA***

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping value*, *fashion involvement*, dan *store atmosphere* terhadap *impulse buying* di StoreUniqlo Indonesia. Populasi dalam penelitian ini adalah seluruh pelanggan brand *fashion* dari Uniqlo di Indonesia dan berusia minimal 17 tahun. Peneliti menggunakan 100 sampel. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *double* sampling. Dan dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil analisis penelitian ini menunjukkan bahwa: (1) *hedonic shopping value* berpengaruh positif dan signifikan terhadap *impulse buying*, (2) *fashion involvement* berpengaruh positif dan signifikan terhadap *impulse buying*, (3) *store atmosphere* berpengaruh negative dan tidak signifikan terhadap *impulse buying*.

Kata kunci: *Hedonic shopping value; fashion involvement; store atmosphere; impulse buying; positif; signifikan*

**THE EFFECT OF HEDONIC SHOOPING VALUE, FASHION
INVOLVEMENT, AND STORE ATMOSPHERE ON IMPULSE BUYING
STUDY ON STORE UNIQLO INDONESIA**

ABSTRACT

This study aims to analyze the effect of hedonic shopping value, fashion involvement, and store atmosphere on impulse buying at Uniqlo Indonesia Stores. The population in this study were all fashion brand customers from Uniqlo in Indonesia and at least 17 years old. Researchers used 100 samples. The sampling technique used in this study was double sampling. And analyzed using Structural Equation Modeling (SEM). The results of this research analysis show that: (1) hedonic shopping value has a positive and significant effect on impulse buying, (2) fashion involvement has a positive and significant effect on impulse buying, (3) store atmosphere has a negative and insignificant effect on impulse buying.

Keywords: Hedonic shopping value; fashion involvement; store atmosphere; impulse buying; positive; significant