

Abstract

IMPLICATIONS HEDONIC VALUE THROUGH POSITIVE EMOTIONS, PERSONALITY AND MOTIVATION ON IMPULSE BUYING PRODUCTS IN FASHION (STUDY ON CONSUMER CENTRAL PLAZA Bandar Lampung)

Consumers are an important asset in a business enterprise. There are interesting of consumer behavior in Indonesia, most consumers are spending their money on impulse buying experience in Department Store (unplanned purchases) especially when shopping fashion products, fashion products propensity to shop impulsively very dominated by women. This study attempted to determine the factors that may affect the internal impulse buying as hedonic value, Positive Emotion, Personality and Motivation. This study uses one independent variable, namely the hedonic value (X), mediating variables, namely Positive Emotions (Z1), Personality (Z2), Motivation (Z3) and impulse buying as the dependent variable (Y). After a literature review, and preparation of hypotheses, data were collected through questionnaires distributed method to the 100 respondents in the Central Plaza in Bandar Lampung who was shopping fashion products using purposive sampling and accidental sampling. While the analysis is done by processing the data using version SmartPLS 2.0.m3 run with computer media. SmartPLS test results indicate that positive emotions and motivation has a significant influence on impulse buying. While personality and hedonic value has no significant influence on impulse buying. Of the seven hypotheses, four of the seven significant effect hypothesis, and two of the seven hypotheses were not significant. For further research needs to be added again the factors that influence impulsive in addition to the internal factors that exist in this study, to further improve the understanding of the factors that influence impulsive buying.

Keywords: Impulse buying, hedonic value, positive emotion, personality, and motivation.