

SUMMARY

Dian Sukma Andriyanto. 2014 Influence of Fashion Involvement and Positive Emotion on Impulse Buying (Survey on Village Residents Tulusrejo Lowokwaru Malang). Supervised by Dr. Imam Suyadi, MSi and Drs. Dahlan Fanani, MAB.

This research is motivated by the idea that fashion involvement and positive emotion can influence Impulse Buying. The purpose of this study was to determine the influence of fashion involvement and positive emotion together or individually against impulse buying.

Research on this type of research is explanatory research with quantitative approach which uses research instrument was a questionnaire distributed to 57 respondents who are citizens of the Village Tulusrejo with the majority of respondents aged 17 to 24 years. Data processing is performed using the software SPSS 20.0 for windows. To test the instrument using validity, and reliability testing. As for the technique of data analysis using descriptive analysis and multiple linear regression analysis. Multiple linear regression analysis was used for the study of more than two variables, using the F test, t test, and test R2.

The results showed that the two variables of fashion involvement and positive emotion jointly influence on impulse buying. SPSS 20.0 for calculation of the F test is known that $F_{count} = 33,040 > F_{of} 3.17$ with a significance of $F_{0,000} < 0.05$. Individually known fashion involvement and significant effect on impulse buying impulse buying. In addition to the F test, a test known R2 value of R Square of 0.550, which means the magnitude of the independent variable on the dependent variable was 55.0%.

Keywords: Fashion Involvement, Positive Emotion, Impulse Buying, Consumer Behavior.