

PENGARUH *FASHION INVOLVEMENT* TERHADAP *IMPULSE BUYING*

(Survei pada Konsumen *Fashion* Berbasis *Online Zalora*)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
Program Studi Pendidikan Bisnis



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**PROGRAM STUDI PENDIDIKAN BISNIS
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Sebuah skripsi yang diajukan untuk memenuhi salahsatu syarat memperoleh gelar Sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

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ABSTRAK

Abghia Lies Fildzah Alif (1403959) “Pengaruh *Fashion Involvement* terhadap *Impulse Buying* (Survei pada Konsumen *Fashion Berbasis Online Zalora*)”. Dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. H. Rd. Dian Herdiana Utama, M.Si.

Impulse Buying merupakan salah satu sumber income yang besar bagi perusahaan. Tanpa adanya pembelian yang dilakukan oleh konsumen yang *impulsive* akan sangat sulit untuk perusahaan terutama yang menjual produk *fashion* untuk bertahan dalam persaingan. Tujuan penelitian ini adalah untuk mengetahui gambaran *fashion involvement* dan *impulse buying* pada anggota KOPMA Bumi Siliwangi UPI. Metode penelitian yang digunakan adalah metode *explanatory survey* dengan total sampel 100 pengunjung website *Zalora.co.id*. Teknik analisis data yang digunakan adalah deskriptif dan verifikatif menggunakan *path analysis* dengan alat bantu program SPSS 23.0 *for windows*. Hasil penelitian mengungkapkan bahwa *fashion involvement* berpengaruh positif terhadap *impulse buying* dengan pengaruh berada di kategori kuat berdasarkan tabel guilford. Secara keseluruhan (simultan) terdapat pengaruh positif antara *fashion involvement* dan *impulse buying* pada konsumen *fashion berbasis online Zalora*. Namun secara parsial, terdapat pengaruh positif antara selera, *pleasure* dan *sign value* namun probabilitas resiko berpengaruh negatif terhadap *impulse buying* pada konsumen *fashion berbasis online Zalora*. Hal ini menunjukkan bahwa *fashion involvement* merupakan pemicu yang cukup baik terhadap *impulse buying*. Untuk menumbuhkan dan meningkatkan *impulse buying* pada konsumen *Zalora*, direkomendasikan untuk membuat produk yang dapat menstimulus konsumen untuk membeli produk.

Kata Kunci: Pemasaran, Perilaku Konsumen, *Fashion Involvement*, *Impulse Buying*

ABSTRACT

Abghia Lies Fildzah Alif (1403959) "*The Influence of Fashion Involvement on Impulse Buying (Survey on Zalora Online-Based Fashion Consumers)*". Under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. H. Rd. Dian Herdiana Utama, M.Si.

Without purchases made by impulsive consumers, it will be very difficult for companies, especially those selling fashion products, to survive in the competition. The purpose of this study was to describe the fashion involvement and impulse buying of members of KOPMA Bumi Siliwangi UPI. The research method used is an explanatory survey method with a total sample of 100 visitors to the Zalora.co.id website. The data analysis technique used is descriptive and verification using path analysis with SPSS 23.0 for windows program tools. The results of the study reveal that fashion involvement has a positive effect on impulse buying with the influence being in the strong category based on the Guilford table. Overall (simultaneously) there is a positive influence between fashion involvement and impulse buying on Zalora online-based fashion consumers. However, partially, there is a positive influence between taste, pleasure and sign value, but the probability of risk has a negative effect on impulse buying on Zalora online-based fashion consumers. This shows that fashion involvement is a pretty good trigger for impulse buying. To grow and increase impulse buying for Zalora consumers, it is recommended to make products that can stimulate consumers to buy products.

Keywords: Marketing, Consumer Behavior, Fashion Involvement, Impulse Buying

DAFTAR ISI

ABSTRAK	3
ABSTRACT	4
KATA PENGANTAR.....	Error! Bookmark not defined.
UCAPAN TERIMA KASIH	Error! Bookmark not defined.
DAFTAR ISI.....	5
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2. Identifikasi Masalah	Error! Bookmark not defined.
1.3. Rumusan Masalah	Error! Bookmark not defined.
1.4. Tujuan Penelitian.....	Error! Bookmark not defined.
1.5. Kegunaan Penelitian.....	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	Error! Bookmark not defined.
2.1. Kajian Pustaka	Error! Bookmark not defined.
2.1.1. <i>Marketing</i>	Error! Bookmark not defined.
2.1.2. <i>Consumer Behaviour</i>	Error! Bookmark not defined.
2.1.3. <i>Consumer as Individuals</i>	Error! Bookmark not defined.
2.1.4. <i>Motivation and Global Value</i>	Error! Bookmark not defined.
2.1.5. <i>Customer Involvement</i>	Error! Bookmark not defined.
2.1.6. <i>Product Involvement</i>	Error! Bookmark not defined.
2.1.7. <i>Fashion Involvement</i>	Error! Bookmark not defined.
2.1.8. <i>Impulse Buying</i>	Error! Bookmark not defined.

2.1.9. Pengaruh *Fashion Involvement* Terhadap *Impulse Buying* **Error! Bookmark not defined.**

2.1.10. Hasil Penelitian Terdahulu **Error! Bookmark not defined.**

2.1.11. Kerangka Pemikiran..... **Error! Bookmark not defined.**

2.1.12. Hipotesis..... **Error! Bookmark not defined.**

BAB III OBJEK DAN METODOLOGI PENELITIAN **Error! Bookmark not defined.**

3.1. Objek Penelitian **Error! Bookmark not defined.**

3.2. Metode Penelitian..... **Error! Bookmark not defined.**

3.2.1. Jenis Penelitian dan Metode yang Digunakan **Error! Bookmark not defined.**

3.2.2 Operasionalisasi Variabel..... **Error! Bookmark not defined.**

3.2.3 Jenis dan Sumber Data **Error! Bookmark not defined.**

3.2.4 Populasi, Sampel dan Teknik Sampel **Error! Bookmark not defined.**

3.2.5 Teknik Pengumpulan Data **Error! Bookmark not defined.**

3.2.6 Hasil Pengujian Validitas dan Reliabilitas **Error! Bookmark not defined.**

3.2.7 Teknik Analisis Data..... **Error! Bookmark not defined.**

3.3 Pengujian Hipotesis **Error! Bookmark not defined.**

BAB IV HASIL PENELITIAN DAN PEMBAHASAN **Error! Bookmark not defined.**

4.1. Profil Organisasi, Karakteristik dan Pengalaman Responden..... **Error! Bookmark not defined.**

4.1.1. Profil Zalora Indonesia..... **Error! Bookmark not defined.**

4.1.2. Karakteristik Responden **Error! Bookmark not defined.**

4.1.3. Pengalaman Responden **Error! Bookmark not defined.**

- 4.2. Analisis Deskriptif.....**Error! Bookmark not defined.**
 - 4.2.1. Tanggapan Responden Terhadap *Fashion involvement*..... **Error! Bookmark not defined.**
 - 4.2.2. Tanggapan Responden Terhadap *Impulse Buying***Error! Bookmark not defined.**
- 4.3. Analisis Verifikatif**Error! Bookmark not defined.**
 - 4.3.1. Pengujian Asumsi Analisis Jalur.....**Error! Bookmark not defined.**
 - 4.3.2. Pengujian Koefisien Jalur dan Koefisien Korelasi**Error! Bookmark not defined.**
 - 4.3.3. Pengujian Koefisien Determinasi Total**Error! Bookmark not defined.**
 - 4.3.4. Pengaruh Langsung dan Tidak Langsung**Error! Bookmark not defined.**
 - 4.3.5. Koefisien Jalur Variabel Lain (Epsilon)**Error! Bookmark not defined.**
 - 4.3.6. Pengujian Secara Simultan.....**Error! Bookmark not defined.**
 - 4.3.7. Pengujian Secara Parsial**Error! Bookmark not defined.**
 - 4.3.8. Pengujian Hipotesis.....**Error! Bookmark not defined.**
- 4.4. Pembahasan Hasil Penelitian.....**Error! Bookmark not defined.**
 - 4.4.1. Pembahasan Karakteristik dan Pengalaman Responden..... **Error! Bookmark not defined.**
 - 4.4.2. Pembahasan *Fashion Involvement* ...**Error! Bookmark not defined.**
 - 4.4.3. Pembahasan *Impulse Buying***Error! Bookmark not defined.**
 - 4.4.4. Pengaruh *Fashion Involvement* Terhadap *Impulse Buying* **Error! Bookmark not defined.**
- 4.5. Implikasi Penelitian**Error! Bookmark not defined.**
 - 4.5.1. Temuan Penelitian Secara Teoritis...**Error! Bookmark not defined.**
 - 4.5.2. Temuan Penelitian Secara Empiris ..**Error! Bookmark not defined.**

BAB V KESIMPULAN DAN REKOMENDASI ..Error! Bookmark not defined.

5.1. Kesimpulan.....**Error! Bookmark not defined.**

5.2. Rekomendasi**Error! Bookmark not defined.**

DAFTAR PUSTAKA 8

LAMPIRAN.....Error! Bookmark not defined.

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