

Abstrack

DAMPAK *HEDONIC SHOPPING VALUE* TERHADAP *IMPULSE BUYING* MELALUI PERAN MEDIASI *POSITIVE EMOTION* STUDI KASUS PADA DHARMA WANITA PERSATUAN KABUPATEN HALMAHERA SELATAN

This study aims to determine: (1) The Effect of Hedonic Shopping Value on Impulse Buying in Dharma Wanita Persatuan Kabupaten Halmahera Selatan. (2) The Effect of Hedonic Shopping Value on Positive Emotion on Dharma Wanita Persatuan of Kabupaten Halmahera Selatan, (3) The Effect of Positive Emotion on Impulse Buying on Dharma Wanita Persatuan of Kabupaten Halmahera Selatan, and (4) The Effect of Hedonic Shopping Value on Impulse Buying Through the Role of Positive Mediation Emotion on Dharma Wanita Persatuan Kabupaten Halmahera Selatan.

The population in this study is the Dharma Wanita Persatuan Kabupaten Halmahera Selatan. The sampling technique used the purposive sampling method with a total sample of 80 people. Data collection techniques using a questionnaire that has been tested for validity and reliability. The data analysis technique used is regression analysis and sobel test.

The results of this study indicate that: (1) Hedonic Shopping Value significantly influences Impulse Buying. (2) Hedonic Shopping Value significantly influences Positive Emotion. (3) Positive Emotion has a significant effect on Impulse Buying. (4) Hedonic Shopping Value significantly influences Impulse Buying through the mediating role of Positive Emotion. But the mediating role of Positive Emotion is not able to be a good mediating variable between Hedonic Shopping Value to Impulse Buying.

Keywords: ***Hedonic Shopping Value, Impulse Buying, Positive Emotions***