

**Peran *Fashion Involvement* terhadap Perilaku Pembelian Impulsif Produk *Fashion*
di *E-marketplace* dengan Materialisme sebagai Moderator**

Yumna Nabilah¹, Rahmat Hidayat²

^{1,2} Fakultas Psikologi UGM

Abstract

Technology has brought many change in all aspects of human lives, one of which is the emergence of e-marketplace. Data in Indonesia shows that fashion products are widely purchased in e-marketplace. Some consumers may highly involved in fashion, and this is expected to lead to impulsive buying behavior of fashion products. In addition, there is a possibility that materialism can strengthen the relationship between fashion involvement and impulse buying. A total of 313 e-marketplace users with an age range of 18-24 participated in this study. Data analysis was performed using SPSS with hierarchical regression method. The results show that fashion involvement predicts impulse buying, but materialism does not act as a moderator.

Keywords: *e-marketplace, impulsive buying, fashion, materialisme, fashion involvement*

Abstrak

Teknologi membawa banyak perubahan dalam segala aspek kehidupan manusia, salah satunya munculnya *e-marketplace*. Data di Indonesia menunjukkan bahwa produk *fashion* merupakan produk yang banyak dibeli di e-marketplace. Beberapa konsumen memiliki keterlibatan yang tinggi pada fashion dan hal ini diperkirakan dapat mengarah pada perilaku pembelian impulsif produk fashion. Selain itu, terdapat kemungkinan materialisme dapat memperkuat hubungan antara *fashion involvement* terhadap pembelian impulsif. Sebanyak 313 pengguna e-marketplace dengan rentang umur 18-24 berpartisipasi dalam penelitian ini. Analisis data dilakukan menggunakan SPSS dengan metode regresi berjenjang. Hasil menunjukkan bahwa *fashion involvement* memprediksi pembelian impulsif, namun materialisme tidak berperan sebagai moderator.

Kata kunci: *e-marketplace, pembelian impulsif, fashion, materialisme, fashion involvement*