

## INTISARI

Pembelian secara impulsif telah dikenal sejak lama, bahkan penelitian mengenai pembelian impulsif sudah dilakukan dari tahun 70an. Pembelian secara impulsif dikenal dengan sifatnya yang tiba-tiba dan tanpa rencana. Penelitian ini merujuk pada penelitian terdahulu mengenai “*Impulsive Buying Trait*” sebagai moderator efektif untuk emosi belanja dan persepsi terhadap resiko. Akan tetapi penelitian ini menghilangkan beberapa variable yang dianggap tidak relevan seperti variabel persepsi terhadap resiko (*perceived risk*) dan intensi belanja impulsif (*impulsive buying intention*). Secara garis besar penelitian ini dilakukan untuk mengerti efek emosi belanja (*emotional states*) terhadap pembelian secara impulsif (*impulsive buying behavior*) dan *impulsive buying trait* sebagai moderator antar keduanya.

Obyek penelitian ini adalah pembelian kosmetik secara online dengan secara spesifik menyoal wanita yang telah lebih dari 5 kali melakukan pembelian kosmetik secara online, serta dalam waktu 6 bulan terakhir telah melakukan pembelian kosmetik secara online sebanyak 3 kali atau lebih. Data diperoleh melalui kuesioner yang diunggah secara online. Data diuji keabsahannya terlebih dahulu dengan cara calon responden mengisi beberapa pernyataan mengenai frekuensi pembelian kosmetik secara online. Responden terdiri dari 272 responden yang sebagian besar adalah mahasiswa. Data kemudian di analisis menggunakan regresi logistic untuk uji hipotesis.

Hasilnya, *emotional states* secara positif berpengaruh pada *impulsive buying behavior*, namun *impulsive buying trait* tidak secara efektif mempengaruhi hubungan antara *emotional states* dan *impulsive buying behavior*.

Kata Kunci: Pembelian Impulsif, Emosi, Kenikmatan, Semangat, Dominasi, Ciri Pembelian Impulsif

## ABSTRACT

Impulsive buying behavior has been known since years ago, in fact the research about impulsive buying behavior has been done since early 70s. Impulsive buying behavior has been known with the sudden urge to buy something without intention or plan at earlier time. This research refers to earlier research about “Impulsive Buying Trait: An Effective Moderator for Shopping Emotions and Perceived Risk.” However this research omitted several variables such as perceived risk and impulsive buying intention since both was not relevant to the research. Generally, this research was to know the effect of emotional states to impulsive buying behavior and how effective the impulsive buying trait as the moderator between two of them.

The object of this research was online cosmetic purchase, which was specifically targeted women who have been shopping cosmetics online for at least 5 times and for the last 6 months she at least shop for 3 times. The data gathered by online questionnaire and the respondents were tested their validity by answering several questions about their online cosmetics purchase frequency. Respondents consist of 272 people who mostly are university students. Data then analyzed using logistic regression to test the hypothesis.

The result showed that emotional states positively associated with impulsive buying behavior, but impulsive buying trait is not an effective moderator for the relationship between emotional states and impulsive buying behavior.

**Keyword:** Impulsive Buying Behavior, Emotional States, Pleasure, Arousal, Dominance, Impulsive Buying Trait