

## RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *Informasi Produk*, *Pelasure*, dan *Visual Merchandising* terhadap *Keputusan Pembelian* dengan *Emosi Positif* sebagai variabel mediasi pada Komunitas Diecaster Purwokerto. Sampel pada penelitian ini berjumlah 250 responden dengan teknik pengambilan sampel *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan menggunakan *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS, menunjukkan bahwa: (1) *Informasi Produk* berpengaruh positif terhadap *Keputusan Pembelian* (2) *Pleasure* berpengaruh positif terhadap *Keputusan Pembelian* (3) *Visual Merchandising* berpengaruh positif terhadap *Keputusan Pembelian* (4) *Emosi Positif* berpengaruh positif terhadap *Keputusan Pembelian* (5) *Emosi Positif* memediasi pengaruh *Informasi Produk* terhadap *Keputusan Pembelian* (6) *Emosi Positif* dapat memediasi *Pleasure* terhadap *Keputusan Pembelian* (7) *Emosi Positif* tidak dapat memediasi *Visual Merchandising* terhadap *Keputusan Pembelian*.

**Kata Kunci :** *Informasi Produk, Pleasure, Visual Merchandising, Emosi Positif, Keputusan Pembelian*

## SUMMARY

*This research aims to determine the influence of Product Information, Entertainment and Visual Merchandising on Purchasing Decisions with Positive Emotions as mediating variables in the Purwokerto Diecaster Community. The sample in this study was 250 respondents using purposive sampling technique. Based on the results of research conducted using Structural Equation Modeling (SEM) processed with AMOS software, it shows that: (1) Product Information has a positive effect on Purchasing Decisions (2) Pleasure has a positive effect on Purchasing Decisions (3) Visual Merchandising has a positive effect on Purchasing Decisions (4) Positive Emotions have a positive effect on Purchasing Decisions (5) Positive Emotions mediate the influence of Product Information on Purchasing Decisions (6) Positive Emotions can mediate Pleasure on Purchasing Decisions (7) Positive Emotions cannot mediate Visual Merchandising on Purchasing Decisions.*

*Keywords: Product Information, Pleasure, Visual Merchandising, Positive Emotions, Purchase Decision*

