

## RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh antara *costumer experience*, *fashion involvement*, dan *visual merchandising* pada *impulsive buying* dengan dimediasi oleh *positive emotion* pada sebuah *event* Banyumas *Thrift Market*.

Populasi pada penelitian ini adalah adalah pengunjung yang berdomisili di Banyumas *Thrift Market* dengan umur 18-39 tahun dan pernah melakukan pembelian minimal satu kali pada Banyumas *Thrift Market* pada 2 volume terakhir. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner. Jumlah responden yang telah didapat pada penelitian ini adalah 209 reponden. *Purposive sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan AMOS (Analysis of Moment Structure) menunjukkan bahwa (1) *costumer experience* berpengaruh terhadap *impulsive buying*, (2) *fashion involvement* tidak berpengaruh terhadap *positive emotion*, (3) *fashion involvement* berpengaruh terhadap *impulsive buying*, (4) *visual merchandising* tidak berpengaruh terhadap *positive emotion*, (5) *visual merchandising* tidak berpengaruh terhadap *impulsive buying*, (6) *positive emotion* berpengaruh terhadap *impulsive buying*, (7) *positive emotion* tidak memediasi secara parsial hubungan antara *fashion involvement* terhadap *impulsive buying*, (8) *positive emotion* tidak memediasi secara parsial hubungan antara *visual merchandising* terhadap *impulsive buying*.

**Kata Kunci:** *Costumer Experience, Fashion Involvement, Visual Merchandising, Positive Emotion, Impulsive Buying*

## SUMMARY

This study aims to determine the effect of customer experience, fashion involvement, and visual merchandising on impulsive buying mediated by positive emotion on a Banyumas Thrift Market event.

The population in this study is a visitor who is resident in Banyumas Thrift Market aged 18-39 years and has made a purchase at least once in the last 2 volumes. The data collection technique used in this study was a questionnaire. The number of respondents who have been obtained in this study is 209 respondents. Purposive sampling method is used in determining respondents.

Based on the results of research and data analysis using AMOS (Analysis of Moment Structure) shows that (1) customer experience has an effect on impulsive buying, (2) fashion involvement has no effect on positive emotion, (3) fashion involvement has an effect on impulsive buying, (4) visual merchandising has no effect on positive emotion, (5) visual merchandising has no effect on impulsive buying, (6) positive emotion has an effect on impulsive buying, (7) positive emotion mediates the relationship between fashion involvement on impulsive buying, (8) positive emotion mediates the relationship between visual merchandising on impulsive buying.

Keywords: Customer Experience, Fashion Involvement, Visual Merchandising, Positive Emotion, Impulsive Buying