

ABSTRAK

Remaja akhir di Kota Pekalongan memiliki suatu ketertarikan dan keterlibatan pada produk *fashion* batik. Maka dari keterlibatannya pada produk *fashion* batik (*Fashion product involvement*) dapat mengubah perilaku berbelanja mereka melebihi kebutuhan. Hal ini bisa menyebabkan mereka berperilaku *impulsive buying*. Penelitian ini memiliki tujuan untuk mengetahui pengaruh *fashion product involvement* terhadap *impulsive buying* produk *fashion* batik pada remaja akhir. Penelitian ini adalah kuantitatif *non-eksperimental* dengan melibatkan 312 responden remaja di kota Pekalongan, dengan menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Alat ukur yang digunakan yaitu skala *fashion product involvement* dan skala *impulsive buying*. Analisis data menggunakan analisis regresi linear sederhana dengan bantuan SPSS versi 25. Hasilnya menunjukkan *fashion product involvement* memiliki pengaruh secara signifikan terhadap *impulsive buying*.

Kata Kunci : *Fashion Product Involvement*, *Impulsive Buying*, Remaja Akhir Kota Pekalongan

ABSTRACT

Late adolescents in Pekalongan City have an interest in and involvement in batik fashion product. So from their involvement in batik fashion product they can change their shopping behaviour beyond their needs. This has can cause them to behave impulsive. This study aims to determine the effect of fashion product involvement on impulsive buying of batik fashion products in late adolescents. This research is non-experimental quantitative study involving 312 adolescent respondents in the city of Pekalongan, using a non-probability sampling method with a purposive sampling technique. The measurement tools used are the fashion product involvement scale and the impulsive buying scale. Data analysis used simple linear regrssion analysis with the help of SPSS version 25. The results show that fashion product involvement has a significant effect on impulsive buying.

Keywords : Fashion product involvement, impulsive buying, late adolescents in pekalongan city