

ABSTRACT

Nike is one of the companies in the field of fashion that has been operating in Indonesia since 1988 .. As the times Fashion has become a major requirement for the citizens in the city. Because Nike provides a lot of variance or a variety of products ranging from sport / sport, casual / daily, outdoor / adventure accordance with customer needs.

his study aims to discuss the influence of the independent variables are positive emotion, engagement in fashion, hedonic consumption tendency toward dependent variable is the impulse purchases. Respondents of this research is that consumers come to buy fashion products in stores Nike Nike Paris Van Java, Istana Plaza, Bandung Trans Studio and on Jl. Ir H Juanda Dago.

This study includes a quantitative research using descriptive method causal. With a total sample of 100 respondents and using purposive sampling techniques. Data analysis technique used is the Multiple Linear Regression.

Basically in theory and seen from previous research, consumers are shopping impulsively when influenced by positive emotions, engagement on consumption trends in fashion and hedonistic. Positive emotion itself is defined as affecting mood, which determines the intensity of consumer decision-making in the shop impulsively. (Trimizi, rehman & Seif, 2009). There are various factors that influence positive emotions in the shop, as stated in Pattipeilohy, et al., (2013: 38) expressed this opinion revealed that positive emotions in the shop can arise because of the person's mood, the influence of the characteristics of a person, as well as the reaction of the environment.

Based on the analysis discussion conducted in this study, an overall assessment impulsive buying has been good, with a total score of 1489 or an average total score of 74.45%, total of positive emotions were already good with a total score of 1563 or the average percentage of 78 , 15%, and the overall value of involvement in fashion has been good with a total score of 2163 or pesentase 72.1% and the overall value of the hedonic consumption tendency was already good with a total score of 1873 or the average percentage of 74.92%. The conclusion that can be drawn from this study is based on test f positive emotion, engagement in fashion, hedonic consumption trends are simultaneously significant effect on impulsive buying, while the t test based on the involvement of fashion and trends partially hedonic consumption significantly influence impulsive buying, and partially positive emotions not significantly influence impulsive buying. So the advice for the company Nike in variable positive emotions should the company further enhance strategies to attract customers is by way of sale or discount on each year so that consumers feel satisfied and happy when shopping for Nike products.

Keywords: Positive Emotion, fashion involvement, hedonic consumption tendency, impulse buying,