

**PENGARUH *SHOPPING ENJOYMENT* TERHADAP *IMPULSE BUYING*
YANG DIMEDIASI OLEH *IN-STORE BROWSING***

**(Studi Pada Konsumen Produk Fashion Clarissa Di Kalangan Generasi Z Di
Jombang)**

ABSTRAK Oleh :

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Penelitian ini bertujuan untuk menganalisis pengaruh *shopping enjoyment* terhadap *impulse buying* yang dimediasi oleh *in-store browsing*. Penelitian menggunakan penelitian jenis kuantitatif dengan pendekatan eksplanatori. Populasi dalam penelitian ini adalah konsumen generasi Z di Jombang yang pernah melakukan pembelian produk fashion Clarissa dengan jumlah sampel 100 responden. Metode yang digunakan dalam pengambilan sampel adalah *non-probability sampling* dengan menggunakan teknik *convenience sampling*. Metode pengumpulan data dalam penelitian ini dilakukan dengan cara penyebaran kuesioner (angket). Teknik analisa yang digunakan meliputi uji validitas, reabilitas, analisa deskriptif, analisa inferensial, Analisa regresi mediasi dengan bantuan alat uji SPSS 29. Hasil penelitian menunjukkan bahwa *shopping enjoyment* berpengaruh positif terhadap *impulse buying*, *shopping enjoyment* berpengaruh positif terhadap *in-store browsing*, *in-store browsing* berpengaruh positif terhadap *Impulse buying* dan *in-store browsing* dapat memediasi pengaruh positif *shopping enjoyment* terhadap *Impulse buying*.

Kata Kunci: *Shopping enjoyment*, *In-store browsing* dan *Impulse buying*

***THE INFLUENCE OF SHOPPING ENJOYMENT ON IMPULSE BUYING
MEDIATED BY IN-STORE BROWSING***

***(A Study on Clarissa Fashion Product Consumers Among Generation Z in
Jombang)***

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This research aims to analyze the influence of shopping enjoyment on impulse buying, mediated by in-store browsing. The study uses a quantitative research method with an explanatory approach. The population in this research consists of Generation Z consumers in Jombang who have made fashion product purchases at Clarissa, with a sample size of 100 respondents. The sampling method employed is non-probability sampling using the convenience sampling technique. Data collection was conducted through the distribution of questionnaires. The analytical techniques used include validity and reliability tests, descriptive analysis, inferential analysis, and mediation regression analysis with the assistance of SPSS 29. The results of the study indicate that shopping enjoyment has a positive effect on impulse buying, shopping enjoyment positively influences in-store browsing, in-store browsing positively affects impulse buying, and in-store browsing can mediate the positive influence of shopping enjoyment on impulse buying.

Keywords: Shopping enjoyment, In-store browsing and Impulse buying