

When Cute Meets Shopping: Analisis Symbolic Representation, Self-Image Congruence, dan Emotional Value terhadap Impulse Buying, Attitude dan Dampak pada Purchase Intention (Studi Kasus pada Karakter Klasik Mickey Mouse dan Hello Kitty di UNIQLO) = When Cute Meets Shopping: Analysis of Symbolic Representation, Self-Image Congruence, and Emotional Value on Impulse Buying, Attitude and Impact on Purchase Intention (Case Study on the Classic Characters Mickey Mouse and Hello Kitty at UNIQLO)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari symbolic representation, self-image congruence, dan emotional value terhadap impulse buying, attitude, dan dampaknya pada purchase intention pada karakter klasik Mickey Mouse dan Hello Kitty di Uniqlo. Penelitian ini menggunakan metode survei kuesioner dan dari 268 kuesioner valid yang dikumpulkan menggunakan structural equation modelling untuk menganalisis data. Data terkumpul dianalisis menggunakan metode PLS-SEM dengan software SmartPLS 4.0. Hasil penelitian menemukan bahwasymbolic representation, self-image congruence, dan emotional value memiliki pengaruh positif dan signifikan terhadap attitude konsumen Uniqlo untuk kedua karakter. Sementara itu, symbolic representation pada karakter Mickey Mouse tidak mempengaruhi impulse buying namun berpengaruh secara signifikan bagi karakter Hello Kitty. Selanjutnya, ditemukan bahwa self-image congruence pada karakter Mickey Mouse tidak mempengaruhi impulse buying, dimana bagi karakter Hello Kitty hal tersebut ditemukan pengaruh positif dan signifikan. Terakhir, peneliti menemukan bahwa impulse buying dan attitude berpengaruh positif dan signifikan terhadap purchase intention konsumen Uniqlo baik pada karakter Mickey Mouse dan Hello Kitty.

.....This research aims to determine the influence of symbolic representation, self-image congruence, and emotional value on impulse buying, attitude, and their impact on purchase intention for the classic characters Mickey Mouse and Hello Kitty at Uniqlo. This research uses a questionnaire survey method and from 268 valid questionnaires collected using structural equation modeling to analyze the data. The collected data was analyzed using the PLS-SEM method with SmartPLS 4.0 software. The research results show that symbolic representation, self-image congruence, and emotional value have a positive and significant influence on Uniqlo consumers' attitudes for both characters. Meanwhile, the symbolic representation of the Mickey Mouse character does not affect impulse buying but has a significant effect on the Hello Kitty character. Furthermore, it was found that self-image congruence for the Mickey Mouse character did not influence impulse buying, whereas for the Hello Kitty character this was found to have a positive and significant influence. Finally, researchers found that impulse buying and attitude had a positive and significant effect on Uniqlo consumers' purchase intention for both Mickey Mouse and Hello Kitty characters.