

ABSTRACT

The Hallyu phenomenon, or "Korean Wave," has brought Korean culture to the global stage, including Indonesia, which hosts an active K-pop fandom. One of the popular groups is NCT, with fans known as NCTZEN. This study aims to analyze the influence of hedonic shopping motivation on impulse buying of K-Pop Merchandise, with positive emotion as a mediating variable. The research employs a descriptive quantitative method using purposive sampling techniques. Data were collected through questionnaires distributed to 400 respondents who had purchased NCT merchandise.

The results show that hedonic shopping motivation positively and significantly affects impulse buying through positive emotion. This is evidenced by a T-value of 6.377 (greater than 1.96), a P-value of 0.000 (less than 0.05), and an original sample value of 0.292. Thus, positive emotion moderates the relationship between hedonic shopping motivation and impulse buying. Based on these findings, companies are advised to introduce creative promotions, such as special discounts or bundling packages, to enhance hedonic shopping motivation. Additionally, maintaining the quality of merchandise and offering exclusive designs can increase fans' emotional satisfaction, thereby encouraging sustained impulse buying.

Keywords: Hedonic Shopping Motivation, Positive Emotion, And Impulse Buying.