

## TABLE OF CONTENTS

<b>COVER</b> .....	<b>i</b>
<b>THESIS APPROVAL</b> .....	<b>ii</b>
<b>EXAMINATION COMPLETION APPROVAL</b> .....	<b>iii</b>
<b>STATEMENT OF ORIGINALITY</b> .....	<b>iv</b>
<b>MOTTO</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>vii</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>xi</b>
<b>LIST OF TABLES</b> .....	<b>xviii</b>
<b>LIST OF FIGURES</b> .....	<b>xix</b>
<b>LIST OF IMAGES</b> .....	<b>xix</b>
<b>LIST OF DIAGRAMS</b> .....	<b>xviii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>2</b>
1.1 Background .....	2
1.2 Problem Statement .....	6
1.3 Research Objectives and Benefits of this research .....	7
1.3.1 Research Objectives .....	7
1.3.2 Research Benefits .....	7
1.4 Thesis Outline .....	8
<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>13</b>
2.1 Previous Studies .....	13
2.2 Theoretical Basis .....	21

2.2.1 Fashion Involvement .....	21
2.2.2 Positive emotion .....	23
2.2.3 Money Availability.....	24
2.2.3 Impulse buying .....	25
2.3 Influence Between Variables.....	27
2.3.1 The influence of Fashion Involvement to Impulse buying.....	27
2.3.2 The influence of Fashion Involvement on Positive emotion.....	28
2.3.3 The influence of Positive emotion to Impulse buying.....	29
2.3.4 The influence of money availability on positive emotion .....	30
2.4 Framework Model .....	32
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>35</b>
3.1 Research Variable and Operational definition .....	35
3.1.1 Research Variables .....	35
3.1.2 Definition of Variable Operations .....	36
3.1.2.1 Fashion Involvement.....	36
3.1.2.2 Positive Emotion.....	37
3.1.2.3 Money Availability .....	37
3.1.2.4 Impulse Buying.....	37
3.2 Population and Sample.....	39
3.2.1 Population.....	39
3.2.2 Sample .....	40
3.3 Types of Data and Data used.....	40
3.4 Data Collection Method .....	41
3.5 Data Analysis Method.....	41
3.5.1 Outer Model Test.....	42

3.5.1.1 Validity Test .....	42
3.5.1.2 Reliability Test.....	42
3.5.2 Inner Model and Hypotheses test .....	43
<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>45</b>
4.1 Description of Research Objects .....	45
4.2 Description of Respondents .....	46
4.3 Validity Test.....	52
4.3.1 Loading Factor and AVE.....	53
4.3.2 Cross Loading test .....	54
4.3.3 Heterotrait-Monotrait ratio .....	55
4.3 Reliability Test .....	55
4.3.1 Cronbach's alpha and Composite Reliability .....	56
4.4 Inner Model Test and Hypotheses.....	57
4.4.1 R-squared test .....	57
4.4.2 Variance Inflation Factor (VIF).....	58
4.4.3 Standardized Root Mean Square (SRMR).....	59
4.5 Hypotheses test.....	59
4.6 Hypotheses discussion.....	62
4.6.1 Hypotheses 1.....	62
4.6.2 Hypotheses 2.....	62
4.6.3 Hypotheses 3.....	63
4.6.4 Hypotheses 4.....	64
<b>CHAPTER V CONCLUSION .....</b>	<b>65</b>
5.1 Research Conclusion .....	65
5.2 Research Limitations.....	67

5.3 Suggestions for future research .....	68
<b>BIBLIOGRAPHY .....</b>	<b>69</b>
<b>ATTACHMENT .....</b>	<b>75</b>

