

## **ABSTRACT**

*The purpose of this study was to find out how the influence of Hedonism and Korean Wave Motivation on Impulsive Buying with Personal Branding as an intervening variable. This study uses quantitative methods to test and search for evidence against the hypotheses that have been set. As many as 104 respondents were generated from the questionnaire distributed by the researcher. The purposive sampling method was chosen in this study because the researcher determined the criteria and attributes of the individuals who were used as research respondents.*

*Judging from the purpose of the research conducted, it is known that hedonism motivation is related to impulsive buying but the Korean wave and personal branding are not related to or affect impulsive buying. However, hedonic motivation and Korean wave each have a significant effect on personal branding. The research model construct focuses on impulsive buying among consumers who are fans of K-pop groups in Indonesia. The research was conducted with a sufficient number of samples using PLS SEM as a data processing tool. Next will be disclosed findings related to the research hypothesis presented.*

**Keyword:** *Motivasi hedonisme, Korean wave, impulsive buying, personal branding*

