

PENGARUH *ADVERTISING NEUROMARKETING, BANDWAGON EFFECT, DAN E-MONEY* TERHADAP *COMPULSIVE BUYING* MAHASISWA DI YOGYAKARTA PADA PRODUK *FASHION ONLINE* DENGAN *CONSUMER ATTITUDE* SEBAGAI VARIABEL MEDIASI

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INTISARI

Latar Belakang: Penelitian ini dilatarbelakangi oleh adanya fenomena *fast fashion* yang memicu perilaku pembelian kompulsif, khususnya di kalangan mahasiswa Yogyakarta yang sangat terpapar media sosial dan pemasaran digital.

Tujuan Penelitian: Untuk mengetahui pengaruh *advertising neuromarketing, bandwagon effect, dan e-money* terhadap *compulsive buying*, serta peran *consumer attitude* sebagai variabel mediasi pada mahasiswa pengguna *e-commerce* di Yogyakarta.

Metode Penelitian: Menggunakan pendekatan kuantitatif dengan penyebaran kuesioner minimal kepada 100 mahasiswa di Daerah Istimewa Yogyakarta dan dianalisis menggunakan SEM-PLS.

Hasil: *Advertising neuromarketing, bandwagon effect, dan e-money* berpengaruh positif dan signifikan terhadap *compulsive buying* maupun *consumer attitude*. Selain itu, *consumer attitude* juga berpengaruh signifikan terhadap *compulsive buying*, serta memediasi secara parsial hubungan ketiga variabel independen tersebut terhadap perilaku pembelian kompulsif.

Kesimpulan: Mahasiswa di Yogyakarta terbukti sangat dipengaruhi oleh strategi pemasaran digital baik secara langsung maupun melalui sikap positif terhadap produk *fashion*. *Consumer attitude* menjadi jembatan psikologis penting yang menjelaskan bagaimana iklan emosional, tekanan sosial, dan kemudahan transaksi digital mendorong perilaku belanja kompulsif dalam konteks industri *fashion* online.

Kata Kunci: *Advertising Neuromarketing, Bandwagon Effect, E-Money, Consumer Attitude, Compulsive Buying*

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**THE INFLUENCE OF ADVERTISING NEUROMARKETING,
BANDWAGON EFFECT, AND E-MONEY ON COMPULSIVE BUYING
STUDENTS IN YOGYAKARTA FOR ONLINE FASHION PRODUCTS WITH
CONSUMER ATTITUDE AS A MEDIATING VARIABLE**

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ABSTRACT

Background: *This study is motivated by the phenomenon of fast fashion, which triggers compulsive buying behavior, particularly among university students in Yogyakarta who are highly exposed to social media and digital marketing.*

Objective: *To examine the influence of advertising neuromarketing, bandwagon effect, and e-money on compulsive buying, and to analyze the mediating role of consumer attitude among e-commerce users in Yogyakarta.*

Method: *This study uses a quantitative approach by distributing questionnaires to a minimum of 100 university students in the Special Region of Yogyakarta, and analyzing the data using SEM-PLS (Structural Equation Modeling – Partial Least Squares).*

Result: *Advertising neuromarketing, bandwagon effect, and e-money have a positive and significant effect on both compulsive buying and consumer attitude. Furthermore, consumer attitude also significantly influences compulsive buying and partially mediates the effect of the three independent variables on compulsive buying behavior.*

Conclusion: *University students in Yogyakarta are strongly influenced by digital marketing strategies, both directly and through positive attitudes toward fashion products. Consumer attitude acts as an important psychological bridge that explains how emotional advertising, social trends, and the ease of digital transactions can drive compulsive buying behavior in the online fashion industry.*

Keywords: *Advertising Neuromarketing, Bandwagon Effect, E-Money, Consumer Attitude, Compulsive Buying*

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