

**THE EFFECT OF CONSUMER EMOTIONAL INTELLIGENCE ON
IMPULSIVE BUYING BEHAVIOR WITH GENERATION AND GENDER AS
MODERATOR**

Thesis

To fulfill the requirements for achieving bachelor degree (S1)

In management study program

Faculty of business and economics Atma Jaya Yogyakarta University



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**FACULTY OF BUSINESS AND ECONOMICS
ATMA JAYA YOGYAKARTA UNIVERSITY
ACADEMIC YEAR 2021 / 2022**

THESIS
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Letter of Statement

No. 015/J/I

Based on the Thesis Defense results that has been held on Friday, 5 November 2021 with the following examiners:

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| 3. Drs. C. Jarot Priyogutomo, MBA. | Member |

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Thesis Revision

The thesis revision has been reviewed and confirmed by all examiners.

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STATEMENT

I, who is responsible and have signed below, hereby declare that this thesis with the title:

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Completely my own work. Statements, ideas, and quotations, either directly or indirectly, originating from the writings or ideas of others are stated in writing in this thesis in the form of belly notes and bibliography. If it later proven that I have plagiarized in part or in whole of this thesis, then the degree and diploma that I have obtained will be declared null and I will return it to Atma Jaya Yogyakarta University.

Yogyakarta, September 15, 2021

States by



Desy Chrisna Delfia

FOREWORD

Praise and gratitude to God Almighty, because with His permission, the thesis paper entitled "The Effect of Consumer Emotional Intelligence on Impulsive Buying Behavior with Generation and Gender as Moderator" can be completed properly. This thesis is used as a graduation requirement and obtaining a Bachelor's degree in Management Studies Program, Atma Jaya Yogyakarta.

The author realizes that without the support and direction from others, this thesis could not be completed. So, on this occasion, the writer would like to say many thanks, especially for:

1. God Almighty for the protection and design, as well as the blessing of health given so that the author does not lack anything in studying and completing this thesis.
2. Mrs. Wenefrida Mahestu N. Krisjanti, S.E., M.Sc.IB., Ph.D as a supervisor who patiently and diligently provides hard work and enthusiasm in directing the author to complete this thesis well.
3. Lecturers of the Management Study Program, Atma Jaya University Yogyakarta who have provided knowledge and education that will forever be in the writer's heart, as well as gratitude that the author cannot say one by one.
4. The author's parents, mother, brothers, sisters, and my little sister who have given their love, and give encouragement to work hard, teach patience, perseverance and provide opportunities for writers to study.
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6. Church friends whose names the writer cannot mention one by one.
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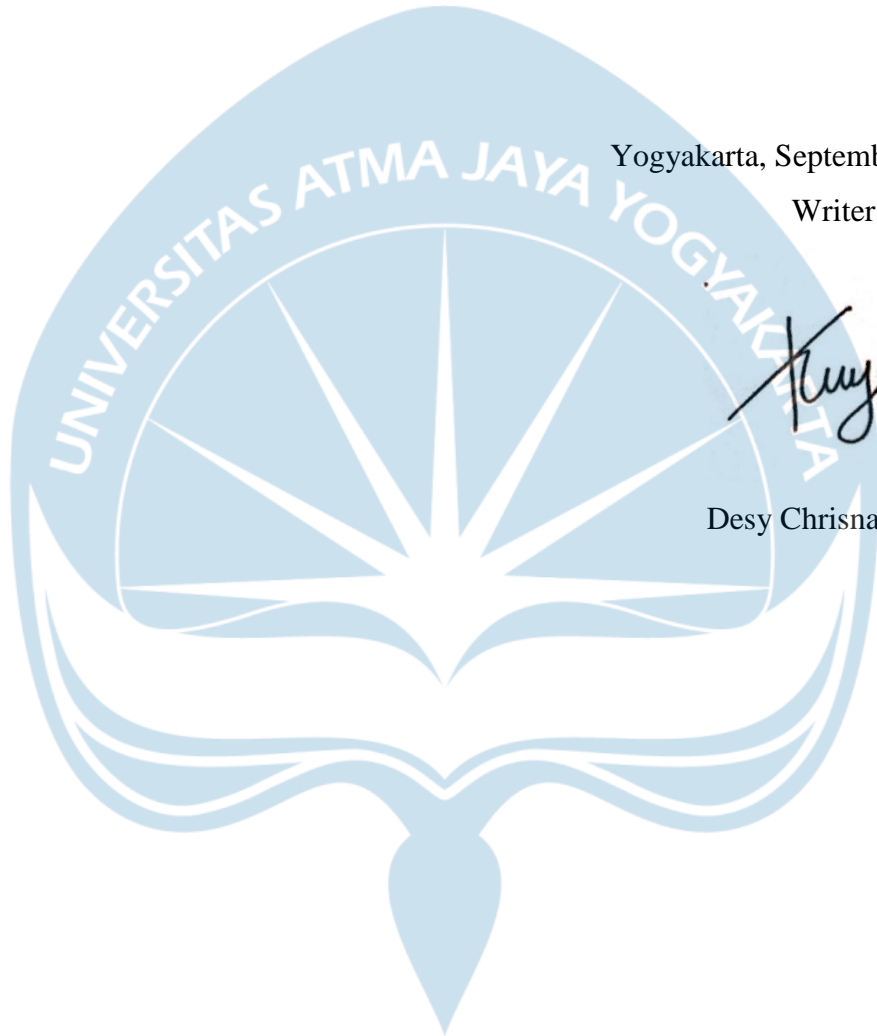
The author is aware of all the shortcomings that exist in the writing of this thesis. Therefore, the author opens his hands wide for all forms of constructive criticism and suggestions. Thank you.

Yogyakarta, September 15, 2021

Writer



Desy Chrisna Delfia



MOTTO

**IF YOU GET TIRED,
LEARN TO REST
NOT TO QUIT**

- BY BANKEY

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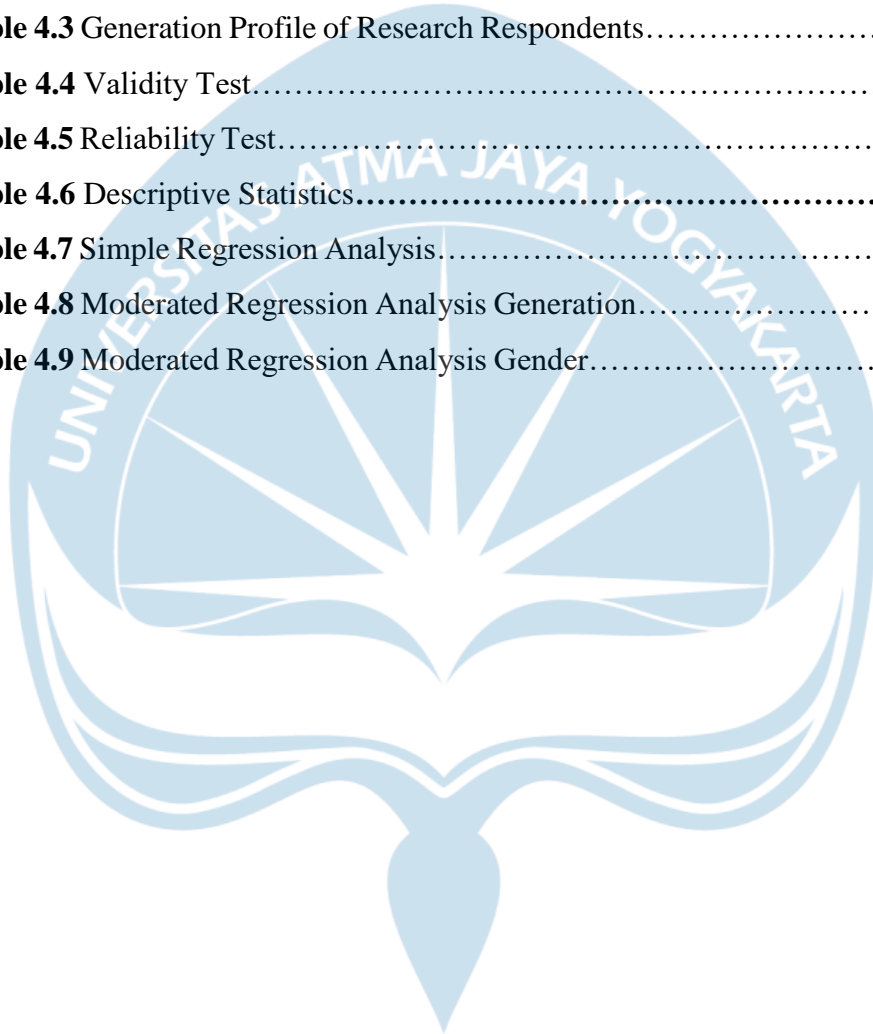
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Abstract

This study was conducted to determine the effect of consumer emotional intelligence on impulsive buying behavior with generation and gender as moderator. The data used are primary data obtained through questionnaires distributed through online on October 1 to October 15, 2020 and get 151 respondents. Also, the variables are tested by simple linear regression to see the effect of consumer emotional intelligence on impulsive buying behavior and moderated regression analysis to see the effect of generation and gender moderated consumer emotional intelligence on impulsive buying behavior. The findings in this study found that generation and gender don't have any moderating effect to consumer emotional intelligence on impulsive buying behavior and consumer emotional intelligence does have an effect on impulsive buying behavior, so it is important for marketers to be aware to consumer emotional intelligence, which is can change any situation on impulsive buying behavior.

Keywords: Consumer Behavior, Emotional Intelligence, Impulsive Buying, Consumer Psychology.