

***Impulse Buying* Pada Konsumen Hypermarket Carrefour ITC Depok**

Oleh

Khusnul Khotimah Pratiwi

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *sales promotion* dan *store atmosphere* pendukung terhadap *impulse buying* melalui *shopping emotion* sebagai variabel intervening. Populasi dalam penelitian ini adalah konsumen Carrefour ITC Depok. Ukuran sampel diambil sebanyak 94 orang responden, dengan metode *non probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis jalur (*Path Analysis*). Hasil penelitian ini menunjukkan bahwa (1) *Sales Promotion* berpengaruh signifikan terhadap *Impulse Buying* dengan nilai koefisien jalur sebesar 0,512 (2) *Sales Promotion* berpengaruh signifikan terhadap *Shopping Emotion* dengan nilai koefisien jalur sebesar 0,318 (3) *Store Atmosphere* berpengaruh signifikan terhadap *Impulse Buying* dengan nilai koefisien jalur sebesar 0,360 (4) *Store Atmosphere* berpengaruh signifikan terhadap *Shopping Emotion*, dengan nilai koefisien jalur sebesar 0,418 (5) *Sales Promotion* berpengaruh signifikan terhadap *Impulse Buying* melalui *Shopping Emotion* 0,543 (6) *Store Atmosphere* berpengaruh signifikan terhadap *Impulse Buying* melalui *Shopping Emotion* dengan nilai koefisien jalur sebesar 0,345 (7) *Shopping Emotion* berpengaruh langsung terhadap *Impulse Buying* dengan nilai koefisien jalur sebesar 0,246.

Kata Kunci : *Sales Promotion, Store Atmosphere, Shopping Emotion* dan *Impulse Buying*.

Impulse Buying Of Consumers Hypermarket Carrefour ITC Depok

By

Khusnul Khotimah Pratiwi

Abstract

This research is a quantitative research that aims to determine the influence of sales promotion and store atmosphere support to impulse buying through shopping emotion as intervening variable. Population in this research is consumer Carrefour ITC Depok. Sample size was taken as 94 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaire distribution. Analysis technique used is path analysis method (Path Analysis). The result of this research shows that (1) Sales Promotion has significant effect to Impulse Buying with path coefficient value of 0,512 (2) Sales Promotion has significant effect to Shopping Emotion with coefficient value of 0,318 (3) Store Atmosphere significant to Impulse Buying with coefficient value Line value of 0,360 (4) Store Atmosphere has significant effect to Shopping Emotion, with coefficient value of line 0,418 (5) Sales Promotion have significant effect to Impulse Buying through Shopping Emotion 0,543 (6) Store Atmosphere having significant effect to Impulse Buying through Shopping Emotion with coefficient value The line of 0,345 (7) Shopping Emotion directly affects Impulse Buying with coefficient value of 0,246.

Keywords: *Sales Promotion, Store Atmosphere, Shopping Emotion dan Impulse Buying.*