

***THE EFFECT OF SALES PROMOTION, STORE ATMOSPHERE,
AND HEDONIC SHOPPING MOTIVATION TO IMPULSE BUYING
ON THE CONSUMER OF MATAHARI DEPARTMENT STORE***

By

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Abstract

The research is a quantitative research which aims to know: (1) the influence of sales promotion to impulse purchasing at Matahari Department Store consumer (2) influence of store atmosphere to impulse purchasing at consumer of Matahari Department Store (3) influence of hedonic shopping motivation toward impulse purchase at consumer Matahari Department Store. The population in this study is consumers who have made purchases at Matahari Department Store. Size of sample taken as many as 60 respondents, with method of non probability sampling especially purposive sampling. Data collection was done through questionnaires. Analytical technique used is the method of analysis PLS (Partial Least Square). The results of this study indicate that sales promotion has no significant effect on impulsive purchase with coefficient value of -0.048, store atmosphere has significant effect on impulsive purchasing with coefficient value of 0.771, and hedonis spending motive has no significant effect on impulsive purchasing with coefficient value of lane equal to 0.047.

*Keywords: Sales Promotion, Store Atmosphere, Hedonis Shopping Motivation,
Impulsive Purchase*

**PENGARUH PROMISI PENJUALAN, ATMOSFER TOKO, DAN
MOTIVASI BELANJA HEDONIS TERHADAP PEMBELIAN
IMPULSIF PADA KONSUMEN MATAHARI *DEPARTMENT
STORE MALL CIMANGGIS SQUARE***

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Abstrak

Adapun penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui : (1) pengaruh promosi penjualan terhadap pembelian impulsif pada konsumen Matahari Department Store (2) pengaruh atmosfer toko terhadap pembelian impulsif pada konsumen Matahari Department Store (3) pengaruh motivasi belanja hedonis terhadap pembelian impulsif pada konsumen Matahari Department Store. Populasi pada penelitian ini adalah konsumen yang pernah melakukan pembelian pada Matahari *Department Store*. Ukuran sampel diambil sebanyak 60 responden, dengan metode non probability sampling khususnya purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa promosi penjualan tidak berpengaruh signifikan terhadap pembelian impulsif dengan nilai koefisien jalur sebesar -0,048, atmosfer toko berpengaruh signifikan terhadap pembelian impulsif dengan nilai koefisien jalur sebesar 0,771, dan motivasi belanja hedonis tidak berpengaruh signifikan terhadap pembelian impulsif dengan nilai koefisien jalur sebesar 0,047.

Kata Kunci : Promosi Penjualan, Atmosfer Toko, Motivasi Belanja Hedonis, Pembelian Impulsif