

ABSTRAK

ABSTRAK PENGARUH PROMOSI PENJUALAN DAN ATMOSFER TOKO TERHADAP PEMBELIAN IMPULSIF DENGAN EMOSI POSITIF SEBAGAI VARIABEL MEDIASI (STUDI KASUS SUPER DAZZLE GEJAYAN YOGYAKARTA)

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh promosi penjualan terhadap pembelian impulsif pelanggan Super Dazzle Gejayan, (2) Pengaruh atmosfer toko terhadap pembelian impulsif pelanggan Super Dazzle Gejayan, (3) Emosi positif memediasi pengaruh promosi penjualan terhadap pembelian impulsif pelanggan Super Dazzle Gejayan, dan (4) Emosi positif memediasi pengaruh atmosfer toko terhadap pembelian impulsif pelanggan Super Dazzle Gejayan. Jenis penelitian ini menggunakan metode kuantitatif. Alat analisis yang dipakai adalah SEM (Structural Equation Model) PLS (Partial Least Square) dengan aplikasi SmartPLS 3.0. Teknik pengambilan sampel pada penelitian ini menggunakan purposive sampling. Pengumpulan data yang digunakan dengan menyebarkan kuisioner melalui google-form yang dibagikan melalui media sosial. Berdasarkan kuisioner yang dibagikan, peneliti mendapatkan 122 responden. Hasil penelitian menghasilkan bahwa promosi penjualan berpengaruh terhadap pembelian impulsif pelanggan Super Dazzle Gejayan.

Kata Kunci : Promosi Penjualan, Atmosfer Toko, Pembelian Impulsif, Emosi Positif

ABSTRACT

**ABSTRACT THE EFFECT OF SALES PROMOTION AND STORE
ATMOSPHERE ON IMPULSE BUYING WITH POSITIVE EMOTIONS AS
MEDIATING VARIABLES (SUPER DAZZLE GEJAYAN YOGYAKARTA CASE
STUDY)**

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This study aims to determine the influence of sales promotion and store atmosphere on impulse purchases with positive emotions as a mediating variable. The research method used is a quantitative method with questionnaire filling techniques that will be distributed through google-form whose results will be processed by the author into research information. In this study using SEM (Structural Equation Model) PLS (Partial Least Square) analysis tool with SmartPLS 3.0 application. After going through the data processing using SmartPLS 3.0, it was concluded that: (1) Sales promotion had a significant influence on impulse purchases of Super Dazzle Gejayan consumers (2) Store atmosphere did not influence impulse purchases of Super Dazzle Gejayan consumers (3) Positive emotions did not mediate the influence of sales promotion towards impulse purchases (4) Positive emotions did not mediate the influence of store atmosphere towards impulse purchases.

Keywords: Sales Promotion, Store Atmosphere, Impulse Buying, Positive Emotions