

## ABSTRAK

### **PENGARUH *HEDONIC SHOPPING*, PROMOSI, DAN *STORE ATMOSPHERE* PADA *IMPULSE BUYING* DENGAN *POSITIVE EMOTION* SEBAGAI VARIABEL *INTERVENING***

(Studi Pada Konsumen Toko *Jolie Accessories* Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh *hedonic shopping* terhadap *impulse buying* pada konsumen *Jolie Accessories*, 2) pengaruh promosi terhadap *impulse buying* pada konsumen *Jolie Accessories*, 3) pengaruh *store atmosphere* terhadap *impulse buying* pada konsumen *Jolie Accessories*, 4) pengaruh *positive emotion* terhadap *impulse buying* pada konsumen *Jolie Accessories*, 5) pengaruh *hedonic shopping* terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi pada konsumen *Jolie Accessories*, 6) pengaruh promosi terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi pada konsumen *Jolie Accessories*, 7) pengaruh *store atmosphere* terhadap *impulse buying* dengan *positive emotion* sebagai variabel mediasi pada konsumen *Jolie Accessories*. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 96 responden konsumen *Jolie Accessories* Yogyakarta. Analisis data menggunakan *Partial Least Square* dan menggunakan SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa: 1) *hedonic shopping* tidak berpengaruh signifikan pada *impulse buying* konsumen *Jolie Accessories*, 2) promosi tidak berpengaruh signifikan pada *impulse buying* konsumen *Jolie Accessories*, 3) *store atmosphere* berpengaruh signifikan pada *impulse buying* konsumen *Jolie Accessories*, 4) *positive emotion* berpengaruh signifikan pada *impulse buying* konsumen *Jolie Accessories*, 5) *positive emotion* berpengaruh signifikan dalam memediasi antara *hedonic shopping* pada *impulse buying* konsumen *Jolie Accessories*, 6) *positive emotion* tidak berpengaruh signifikan dalam memediasi antara promosi pada *impulse buying* konsumen *Jolie Accessories*, 7) *positive emotion* berpengaruh signifikan dalam memediasi antara *store atmosphere* pada *impulse buying* konsumen *Jolie Accessories*.

Kata kunci: *hedonic shopping*, promosi, *store atmosphere*, *impulse buying*, *positive emotion*

## ABSTRACT

### **THE EFFECT OF HEDONIC SHOPPING, PROMOTION, AND STORE ATMOSPHERE ON IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE**

(Study on Jolie Accessories Shop Consumers, Yogyakarta)

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This study aims to determine: 1) the effect of hedonic shopping on impulse buying for Jolie Accessories consumers, 2) the effect of promotion on impulse buying for Jolie Accessories consumers, 3) the effect of store atmosphere on impulse buying for Jolie Accessories consumers, 4) the effect of positive emotion on impulse buying for Jolie Accessories consumers, 5) the effect of hedonic shopping on impulse buying with positive emotion as a mediating variable for Jolie Accessories consumers, 6) the effect of promotion on impulse buying with positive emotion as a mediating variable for Jolie Accessories consumers, 7) the effect of store atmosphere on Impulse buying with positive emotion as a mediating variable for Jolie Accessories consumers. The sampling technique uses a purposive sampling technique. The data was obtained by distributing questionnaires to 96 Jolie Accessories Yogyakarta consumer respondents. Data analysis uses Partial Least Square and uses SmartPLS 3.2.9. The results of the study show that: 1) hedonic shopping has no significant effect on the impulse buying of Jolie Accessories consumers, 2) promotions have no significant effect on the impulse buying of Jolie Accessories consumers, 3) store atmosphere has a significant effect on the impulse buying of Jolie Accessories consumers, 4) positive emotion has an effect significant effect on impulse buying for Jolie Accessories consumers, 5) positive emotion has a significant effect in mediating between hedonic shopping on impulse buying for Jolie Accessories consumers, 6) positive emotion has no significant effect in mediating between promotions on impulse buying for Jolie Accessories consumers, 7) positive emotion has a significant effect in mediating between the store atmosphere on the impulse buying of Jolie Accessories consumers.

Keywords: Hedonic shopping, promotion, store atmosphere, impulse buying, positive emotion

