

ABSTRAK

PENGARUH HEDONIC PLEASURE, SYMBOLIC ATTRIBUTES PRODUCT DAN STORE ATMOSPHERE TERHADAP IMPULSE BUYING BEHAVIOR PRODUK FASHION

Studi kasus pada pengunjung Jogja City Mall, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh hedonic pleasure, symbolic attributes product, dan store atmosphere terhadap impulse buying behavior, yang jumlah anggota populasi responden tidak diketahui dengan sampel sebanyak 100. Teknik pengambilan sampel menggunakan *accidental sampling*. Teknik pengumpulan data dengan menggunakan kuesioner. Teknik analisis data dalam penelitian ini adalah regresi linier berganda menggunakan aplikasi SPSS *Statistic 20*. Hasil penelitian ini menunjukkan bahwa hedonic pleasure dan symbolic attributes product berpengaruh terhadap impulse buying behavior, sedangkan store atmosphere tidak berpengaruh terhadap impulse buying behavior.

Kata kunci: hedonic pleasure, symbolic attributes product, store atmosphere, impulse buying behavior.

ABSTRACT

**THE EFFECT OF HEDONIC PLEASURE, SYMBOLIC ATTRIBUTES
PRODUCT AND ATMOSPHERE STORE ON IMPULSE BUYING
BEHAVIOR FASHION PRODUCT**

A Case Study On Visitors Jogja City Mall, Yogyakarta

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This research aims to determine the influence of hedonic pleasure, symbolic attributes product, and store atmosphere toward impulse buying behavior, which the number of respondent population is not known with 100 samples. Sampling technique using accidental sampling. Technique of collecting data by using questioner. Data analysis technique in this research is multiple linear regression using SPSS Statistic 20. The result of this research indicates that hedonic pleasure and symbolic attributes product influence toward impulse buying behavior, while store atmosphere has no effect on impulse buying behavior.

Keywords: hedonic pleasure, symbolic attributes product, store atmosphere, impulse buying behavior.