# HUBUNGAN ANTARA ATMOSFER RESTORAN DAN IMPULSIVE BUYING PADA REMAJA DI RESTORAN CEPAT SAJI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara atmosfer restoran dan *impulsive buying* pada remaja yang mengunjungi restoran cepat saji. Hipotesis dalam penelitian ini yaitu ada hubungan positif yang signifikan antara atmosfer toko dan *impulsive buying* pada remaja di restoran cepat saji. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan metode korelasional. Subjek dalam penelitian ini sejumlah 177 remaja dengan rentang usia 14-19 tahun di Yogyakarta yang pernah mengunjungi restoran cepat saji McDonald's. Reliabilitas skala atmosfer restoran dan *impulsive buying* diuji menggunakan teknik *Alpha Cronbach.* Skala atmosfer restoran memiliki koefisien *Alpha* sebesar 0,904 dan skala *impulsive buying* memiliki koefisien *Alpha* sebesar 0,838. Berdasarkan hasil uji normalitas, data atmosfer restoran tidak termasuk dalam distribusi normal. Sedangkan data *impulsive buying* termasuk dalam distribusi normal. Hasil uji linearitas pada atmosfer restoran memiliki hubungan yang linear dengan *impulsive buying*. Teknik analisis data pada penelitian ini menggunakan *Spearman's Rho* dalam program IBM SPSS for Mac versi 23.0 karena sebaran datanya tidak normal. Hasil korelasi antara atmosfer restoran dengan *impulsive buying* sebesar 0,342 dengan p = 0,000 (p < 0,05), yang berarti ada hubungan positif yang signifikan antara atmosfer restoran dan *impulsive buying*.

Kata Kunci   : Atmosfer restoran, *impulsive buying*, remaja, restoran cepat saji
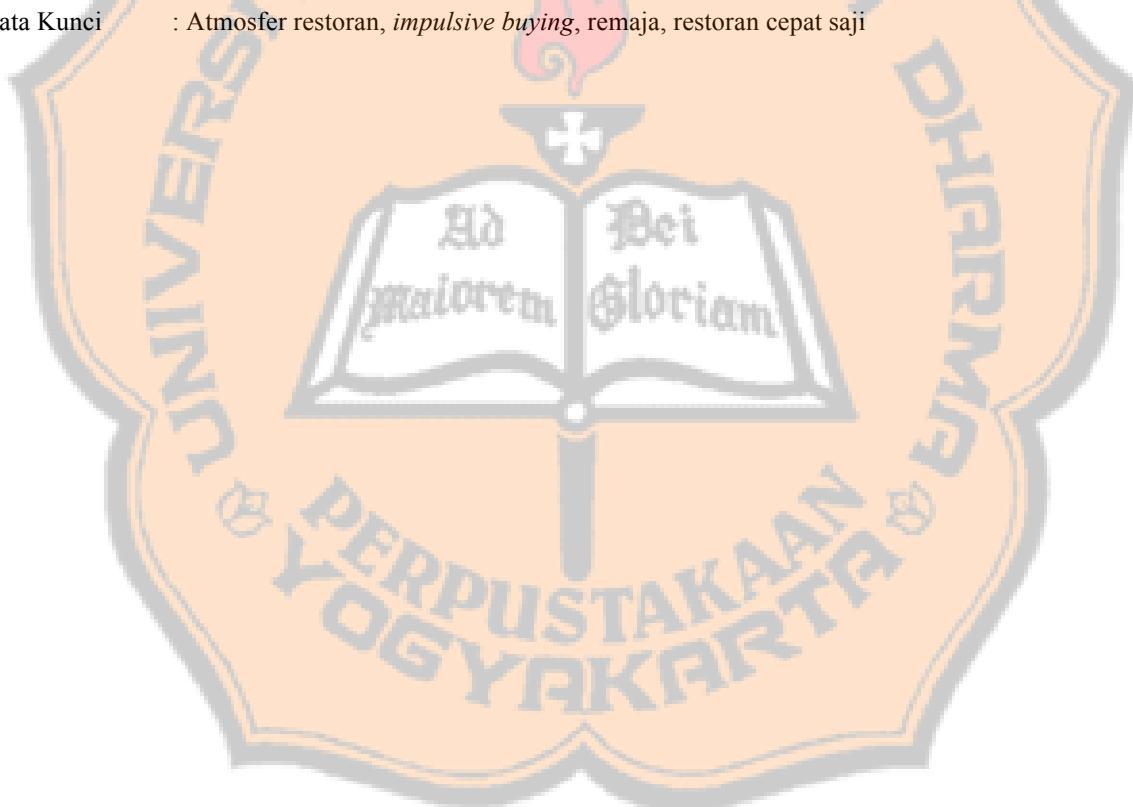
THE RELATION BETWEEN RESTAURANT'S ATMOSPHERE AND TEENAGERS' IMPULSIVE BUYING AT THE FAST FOOD RESTAURANT

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ABSTRACT

This research aimed to find out the about the relation between the store restaurant and the impulsive buying that happened to the teenagers who visit fast food restaurants. The hypothesis in this research is that there is a significant positive relation between the restaurant's atmosphere and the teenagers' impulsive buying at the fast food restaurants. This research is a quantitative research which uses correlational method. The subjects of this research are 117 teenagers with the ages range at 14-19 years old in Yogyakarta who have ever visited McDonald's fast food restaurant. The restaurant atmosphere scale reliability and the impulsive buying are tested by using the Alpha Cronbach technique. The restaurant atmosphere scale has the Alpha coefficient of 0,904 and the scale of impulsive buying has the Alpha coefficient of 0,838. Based on the results of the normality test, the restaurant atmosphere data is not included as the normal distribution, while the data of impulsive buying is included as the normal distribution. The Linearity test result on the restaurant atmosphere is having the linear relation with the impulsive buying. The data analysis technique in this research is the Spearman's Rho in the IBM SPSS program for Mac version 23.0 because the data distribution is not normal. The correlation result between store restaurant and the impulsive buying is in the amount of 0,342 with p = 0,000 (p < 0,05), which means there is a significant positive relation between the restaurant atmosphere and the impulsive buying.

Keyword   : Restaurant atmosphere, Impulsive buying, Teenagers, Fast food restaurants