

ABSTRAK

**PENGARUH PERSEPSI KONSUMEN PADA *STORE ATMOSPHERE*
TERHADAP *IMPULSE BUYING BEHAVIOR* MELALUI *SHOPPING
EMOTION PLEASURE***

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2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) persepsi konsumen pada *store atmosphere* berpengaruh terhadap *impulse buying behavior*, 2) persepsi konsumen pada *store atmosphere* berpengaruh terhadap *shopping emotion pleasure*, 3) *shopping emotion pleasure* berpengaruh terhadap *impulse buying behavior*, pada konsumen Mirota Kampus Babarsari Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen Mirota Kampus Babarsari Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner pada 100 responden yang memenuhi kriteria yang telah ditetapkan yaitu konsumen Mirota Kampus Babarsari yang berusia minimal 17 tahun dan pernah melakukan transaksi pembayaran di Mirota Kampus Babarsari sebanyak minimal 2 kali. Teknik analisis data pada penelitian ini adalah analisis jalur (*path analysis*) menggunakan aplikasi SPSS 19.0 *for windows*. Hasil penelitian menunjukkan bahwa: 1) persepsi konsumen pada *store atmosphere* berpengaruh terhadap *impulse buying behavior*, 2) persepsi konsumen pada *store atmosphere* berpengaruh terhadap *shopping emotion pleasure*, 3) *shopping emotion pleasure* berpengaruh terhadap *impulse buying behavior*.

Kata kunci: persepsi konsumen, *store atmosphere*, *shopping emotion pleasure*, dan *impulse buying*.

ABSTRACT

**THE INFLUENCE OF CONSUMER PERCEPTIONS ON THE STORE
ATMOSPHERE ON IMPULSE BUYING BEHAVIOR THROUGH
SHOPPING EMOTION PLEASURE**

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This study aims to determine whether: 1) consumers perceptions on store atmosphere influences impulse buying behavior, 2) consumers perceptions on store atmosphere influences shopping emotion pleasure, 3) shopping emotion pleasure influences impulse buying behavior, on consumers of Mirota Kampus Babarsari Yogyakarta. Population in this research is all consumer of Mirota Kampus Babarsari Yogyakarta. Sampling technique using purposive sampling, data obtained by distributing questionnaires to 100 respondents who fulfill the established criteria that is consumers who are at least 17 years old and have made payment transactions at Mirota Kampus Babarsari at least 2 times. Data analysis technique in this research is Path Analysis using SPSS 19.0 for windows. The result indicated that: 1) consumers perceptions on store atmosphere influenced on impulse buying behavior, 2) consumers perceptions on store atmosphere influences on shopping emotion pleasure, 3) shopping emotion pleasure influences on impulse buying behavior.

Keywords: consumers perceptions, store atmosphere, shopping emotion pleasure, and impulse buying.