

ABSTRACT**AN ANALYSIS ON THE EFFECTS OF STORE ATMOSPHERE, PRICE DISCOUNT, AND SALESPERSON ON IMPULSE BUYING, WITH SHOPPING LIFESTYLE AND EMOTIONAL RESPONSE AS THE MEDIATION VARIABLE
(Study on Consumer of UNIQLO Products in Yogyakarta)**

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This research aimed to figure out: (1) the effects of store atmosphere on impulse buying with emotional response as the mediation variable, (2) the effects of store atmosphere on impulse buying with shopping lifestyle as the mediation variable, (3) the effects of price discount on impulse buying with emotional response as the mediation variable, (4) the effects of price discount on impulse buying with shopping lifestyle as the mediation variable, (5) the effects of salesperson on impulse buying with emotional response as the mediation variable, (6) the effects of salesperson on impulse buying with shopping lifestyle as the mediation variable. The population of this research were all of the consumers of Uniqlo. The sampling method employed was Purposive Sampling method, who were the consumers who had purchased Uniqlo fashion products at Uniqlo's stores for at least 2 times in a period of 3 months with a total of 100 respondents. The data collection technique used a questionnaire. The data analysis was done using Structural Equation Modelling (SEM) with Warp PLS ver. 6.0.m3 as the Warp PLS approach. The research results reveal that (1) Store atmosphere has positive effects on impulse buying with emotional response as the mediation variable; (2) Store atmosphere has positive effects on impulse buying with shopping lifestyle as the mediation variable; (3) Price discount has positive effects on impulse buying with emotional response as the mediation variable; (4) Price discount has positive effects on impulse buying with shopping lifestyle as the mediation variable; (5) Salesperson has positive effects on impulse buying with emotional response as the mediation variable; (6) Salesperson does not have positive effects on impulse buying with shopping lifestyle as the mediation variable.

Keywords: Store Atmosphere, Price Discount, Salesperson, Impulse Buying, Shopping Lifestyle, Emotional Response

ABSTRAK

**ANALISIS PENGARUH STORE ATMOSPHERE, PRICE DISCOUNT, DAN SALE PERSON TERHADAP IMPULSE BUYING, DENGAN SHOPPING LIFESTYLE DAN EMOTIONAL RESPONSE SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Produk UNIQLO di Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *store atmosphere* terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi, (2) pengaruh *store atmosphere* terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi, (3) pengaruh *price discount* terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi, (4) pengaruh *price discount* terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi, (5) pengaruh *sales person* terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi, (6) pengaruh *sales person* terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh konsumen produk Uniqlo. Pengambilan sampel menggunakan metode *Purposive Sampling* yaitu konsumen yang sudah pernah melakukan pembelian produk *fashion brand* Uniqlo di *store* Uniqlo minimal 2 kali dalam kurun waktu 3 bulan dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan Pemodelan Persamaan *Structural Equation Modelling* (SEM) dengan pendekatan WarpPLS, *software Warp PLS* versi 6.0.m3. Hasil penelitian membuktikan bahwa. (1) *Store atmosphere* berpengaruh positif terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi. (2) *Store atmosphere* berpengaruh positif terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi. (3) *Price discount* berpengaruh positif terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi. (4) *Price discount* positif terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi. (5) *Sales person* berpengaruh positif terhadap *impulse buying* dengan *emotional response* sebagai variabel mediasi. (6) *Sales person* tidak berpengaruh positif terhadap *impulse buying* dengan *shopping lifestyle* sebagai variabel mediasi.

Keywords: Store Atmosphere, Price Discount, Sale Person, Impulse Buying, Shopping Lifestyle, Emotional Response