

ABSTRAK

**PENGARUH *PRICE DISCOUNT* DAN *SERVICE QUALITY* TERHADAP *IMPULSE BUYING* DENGAN *POSITIVE EMOTION* SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Guardian di Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *price discount* terhadap *impulse buying* konsumen Guardian, (2) pengaruh secara langsung *service quality* terhadap *impulse buying* konsumen Guardian, (3) pengaruh *price discount* terhadap *impulse buying* konsumen Guardian dengan dimediasi *positive emotion*, (4) pengaruh *service quality* terhadap *impulse buying* konsumen Guardian dengan dimediasi *positive emotion*. Populasi dalam penelitian ini ialah seluruh konsumen Guardian yang berdomisili di Yogyakarta dengan sampel yang diambil sebagai responden berjumlah 96 orang dan memiliki kriteria sebagai berikut: pria dan wanita berusia minimal 17 tahun, pernah membeli dan menggunakan produk Guardian minimal 2 kali, dan pernah melakukan pembelian tanpa melalui proses perencanaan sebelumnya. Teknik pengambilan sampel menggunakan *non-probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *price discount*, *service quality*, *impulse buying*, dan *positive emotion* kepada konsumen Guardian yang berdomisili di Yogyakarta. Analisis data menggunakan teknik model PLS menggunakan SmartPLS 4.1.0.2 Hasil penelitian menunjukkan bahwa (1) *price discount* secara langsung berpengaruh positif terhadap *impulse buying* konsumen Guardian, (2) *service quality* secara langsung berpengaruh positif terhadap *impulse buying* konsumen Guardian, (3) *positive emotion* memediasi sebagian pengaruh *price discount* terhadap *impulse buying* konsumen Guardian, (4) *positive emotion* memediasi sebagian pengaruh *service quality* terhadap *impulse buying* konsumen Guardian.

Kata kunci: *price discount*, *service quality*, *impulse buying*, *positive emotion*

ABSTRACT

***THE EFFECT OF PRICE DISCOUNTS AND SERVICE QUALITY ON IMPULSE BUYING WITH POSITIVE EMOTION AS MEDIATION VARIABLES
(Study of Guardian Consumers in Yogyakarta)***

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This research aims to determine: (1) the direct influence of price discounts on the impulse buying of Guardian consumers, (2) the direct influence of service quality on the impulse buying of Guardian consumers, (3) the influence of price discounts on the impulse buying of Guardian consumers mediated by positive emotions, (4) the influence of service quality on Guardian consumer impulse buying mediated by positive emotions. The population in this study is all Guardian consumers who live in Yogyakarta with a sample of 96 respondents taken as respondents and having the following criteria: men and women aged at least 17 years, have purchased and used Guardian products at least 2 times, and have made purchases without through a prior planning process. The sampling technique uses non-probability sampling. Data was obtained by distributing questionnaires about price discounts, service quality, impulse buying, and positive emotions to Guardian consumers who live in Yogyakarta. Data analysis using the PLS model technique using SmartPLS 4.1.0.2 The results of the research show that (1) price discounts directly have a positive effect on impulse buying of Guardian consumers, (2) service quality directly has a positive effect on impulse buying of Guardian consumers, (3) positive emotion partially mediates the influence of price discounts on impulse buying of Guardian consumers, (4) positive emotion partially mediates the influence of service quality on impulse buying of Guardian consumers

Keywords: price discounts, service quality, impulse buying, positive emotion