

Abstrak

Penelitian ini bertujuan untuk mengetahui 1) Pengaruh emosi positif, *store atmosphere*, tampilan produk, penawaran khusus secara simultan terhadap *impulse buying*; 2) Pengaruh emosi positif terhadap *impulse buying*; 3) Pengaruh *store atmosphere* terhadap *impulse buying*; 4) Pengaruh tampilan produk terhadap *impulse buying*; 5) Pengaruh penawaran khusus terhadap *impulse buying*; dan 6) Perbedaan perilaku *impulse buying* antara *Weekdays* dan *Weekend* pada konsumen Jempolan Coffee And Eatery Yogyakarta. Penelitian ini merupakan jenis penelitian asosiatif komparatif dengan pendekatan kuantitatif yang menggunakan 100 responden yang terbagi menjadi 50 orang responden kategori *weekend* dan 50 responden kategori *weekday*. Hasil penelitian ini menunjukkan bahwa 1) Emosi Positif (X1) secara parsial berpengaruh terhadap perilaku *impulse buying* konsumen; 2) *Store Atmosphere* (X2) diketahui secara parsial tidak berpengaruh terhadap perilaku *impulse buying* konsumen; 3) Tampilan Produk (X3) diketahui secara parsial tidak berpengaruh terhadap perilaku *impulse buying* konsumen; 4) Penawaran Khusus (X4) diketahui secara parsial berpengaruh terhadap perilaku *impulse buying* konsumen; 5) Emosi Positif (X1), *Store Atmosphere* (X2), Tampilan Produk (X3) dan Penawaran Khusus (X4) secara simultan atau bersama-sama berpengaruh secara signifikan terhadap *Impulse Buying* (Y); dan 6) Tidak ada perbedaan perilaku *impulse buying* antara responden *weekend* dan responden *weekday* dalam melakukan pembelian atau kunjungan pada Jempolan Coffee and Eatery Yogyakarta.

Kata Kunci: Emosi Positif, *Store Atmosphere*, Tampilan Produk, Penawaran Khusus, *Impulse Buying*, Komparatif.

Abstract

This study aims to determine 1) The influence of positive emotions, store atmosphere, product display, special offers simultaneously on impulse buying; 2) The influence of positive emotions on impulse buying; 3) The influence of store atmosphere on impulse buying; 4) The influence of product display on impulse buying; 5) The influence of special offers on impulse buying; and 6) The difference in impulse buying behavior between Weekdays and Weekends on consumers of Jempolan Coffee And Eatery Yogyakarta. This study is a type of associative comparative research with a quantitative approach using 100 respondents divided into 50 respondents in the weekend category and 50 respondents in the weekday category. The results of this study indicate that 1) Positive emotions (X1) partially influence consumer impulse buying behavior; 2) Store atmosphere (X2) is known to have no partial effect on consumer impulse buying behavior; 3) Product display (X3) is known to have no partial effect on consumer impulse buying behavior; 4) Special offers (X4) are known to have a partial effect on consumer impulse buying behavior; 5) Positive Emotions (X1), Store Atmosphere (X2), Product Display (X3) and Special Offers (X4) simultaneously or together have a significant effect on Impulse Buying (Y); and 6) There is no difference in impulse buying behavior between weekend respondents and weekday respondents in making purchases or visits to Jempolan Coffee and Eatery Yogyakarta.

Keywords: Positive Emotions, Store Atmosphere, Product Display, Special Offers, Impulse Buying, Comparative.



Komparasi Faktor yang Mempengaruhi Impulse Buying Konsumen antara Weekend dan Weekday pada Jempolan Coffee and Eatery Yogyakarta

