

ABSTRAK

PENGARUH HEDONIC SHOPPING MOTIVATION, STORE ATMOSPHERE, DAN MERCHANDISING TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI PADA KONSUMEN OH!SOME YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motivation* terhadap *impulse buying* pada konsumen Oh!Some Yogyakarta, pengaruh *store atmosphere* terhadap *impulse buying* pada konsumen Oh!Some Yogyakarta, pengaruh *merchandising* terhadap *impulse buying* pada konsumen Oh!Some Yogyakarta, pengaruh *hedonic shopping motivation*, *store atmosphere*, dan *merchandising* terhadap *impulse buying* dengan dimediasi oleh *positive emotion* pada konsumen Oh!Some Yogyakarta. Populasi pada penelitian ini ialah konsumen Oh!Some yang berdomisili di Yogyakarta. Sampel pada penelitian ini ialah mahasiswa Universitas Sanata Dharma Yogyakarta yang menjadi konsumen Oh!Some Yogyakarta dan berdomisili di Yogyakarta, dengan jumlah sampel yang digunakan sebanyak 96 responden. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan ialah *Partial Least Square* dengan aplikasi *SmartPLS 4*. Hasil dari penelitian ini menunjukkan bahwa *hedonic shopping motivation* berpengaruh signifikan terhadap *impulse buying* pada Oh!Some Yogyakarta, *store atmosphere* tidak berpengaruh secara signifikan terhadap *impulse buying* pada Oh!Some Yogyakarta, *merchandising* tidak berpengaruh secara signifikan terhadap *impulse buying* pada Oh!Some Yogyakarta, *hedonic shopping motivation* tidak berpengaruh secara signifikan terhadap *impulse buying* dengan dimediasi *positive emotion*, *store atmosphere* tidak berpengaruh secara signifikan terhadap *impulse buying* dengan dimediasi *positive emotion*, dan *merchandising* tidak berpengaruh secara signifikan terhadap *impulse buying* dengan dimediasi *positive emotion*.

Kata kunci: *Hedonic shopping motivation, Store Atmosphere, Merchandising, Impulse Buying, Positive Emotion.*

ABSTRACT

THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION, STORE ATMOSPHERE, AND MERCHANDISING ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE OF OH!SOME YOGYAKARTA CONSUMERS

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This study aims to determine the effect of hedonic shopping motivation on impulse buying of Oh!Some Yogyakarta consumers, the effect of store atmosphere on impulse buying of Oh!Some Yogyakarta consumers, the effect of merchandising on impulse buying of Oh!Some Yogyakarta consumers, and the effect of hedonic shopping motivation, store atmosphere, and merchandising on impulse buying mediated by positive emotion of Oh!Some Yogyakarta consumers. The population in this study consists of Oh!Some consumers residing in Yogyakarta. The sample in this study consists of students from Sanata Dharma University Yogyakarta who are Oh!Some Yogyakarta consumers and reside in Yogyakarta, with a total of 96 respondents. The sampling technique used in this study is non-probability sampling with purposive sampling method. The data analysis technique used was Partial Least Square with the SmartPLS 4 application. The results of this study indicate that hedonic shopping motivation has a significant effect on impulse buying at Oh!Some Yogyakarta, store atmosphere does not have a significant effect on impulse buying at Oh!Some Yogyakarta, merchandising does not have a significant effect on impulse buying at Oh! Some Yogyakarta, hedonic shopping motivation does not significantly influence impulse buying mediated by positive emotion, store atmosphere does not significantly influence impulse buying mediated by positive emotion, and merchandising does not significantly influence impulse buying mediated by positive emotion.

Keywords: *Hedonic shopping motivation, Store Atmosphere, Merchandising, Impulse Buying, Positive Emotion.*