

Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *bundling product* dan *store atmosphere* terhadap *impulse buying* dengan *positive emotion* sebagai variabel intervening pada perusahaan emina. Populasi pada penelitian ini adalah konsumen emina di wilayah Jakarta yang berusia 15-24 tahun. Data penelitian diperoleh dengan menggunakan kuisioner. Data sampel diperoleh sebanyak 110 responden. Hasil penelitian ini menunjukkan bahwa: (1) *product bundling* berpengaruh positif terhadap *impulse buying*, (2) *store atmosphere* berpengaruh positif dan signifikan terhadap *impulse buying*, (3) *positive emotion* berpengaruh positif dan signifikan terhadap *impulse buying*, (4) bahwa *positive emotion* tidak memediasi pengaruh *bundling product* terhadap *impulse buying*, (5) *emotion* memediasi pengaruh *store atmosphere* terhadap *impulse buying*. Implikasi pada penelitian ini bahwa Emina selaku perusahaan dapat mengutamakan melakukan perbaikan dan peningkatan kualitas *store atmosphere* mereka dalam segi ruangan, tema, warna, music dan lain lain agar dapat menarik para konsumen dan membuat konsumen merasa nyaman berada di dalam *store* Emina. Melalui cara penataan ruangan yang dapat menarik para calon konsumen dan musik yang sesuai untuk membangun suasana nyaman

Kata kunci: *product bundling, store atmosphere, impulse buying, positive emotion*



Abstract

This study aims to determine and analyze the effect of bundling product and store atmosphere on impulse buying with positive emotion as an intervening variable in Emina's company. The population in this study are Emina consumers in the Jakarta area aged 15-24 years. Data The research was obtained by using a questionnaire. Sample data obtained as many as 110 respondents. The results of this study indicate that: (1) product bundling has a positive effect on impulse buying, (2) store atmosphere has an effect positive and significant impact on impulse buying, (3) positive emotion has a positive effect and significant to impulse buying, (4) that positive emotion does not mediate the effect of product bundling on impulse buying, (5) emotion mediate the influence of store atmosphere on impulse buying. Implications for this research that Emina as a company can prioritize doing repair and improve the quality of their store atmosphere in terms of space, themes, colors, music and others in order to attract consumers and create consumers feel comfortable in the Emina store. By way of arrangement a room that can attract potential customers and suitable music for build a comfortable atmosphere.

Keywords: *product bundling, store atmosphere, impulse buying, positive emotion*

