

RINGKASAN

Penelitian ini berjudul **Pengaruh *Store Atmosphere*, *Price Discount* dan *Merchandising* terhadap *Impulse Buying* dengan *Shopping Emotion* sebagai variabel mediasi (Pada Konsumen Ramayana Department Store Cirebon)** Tujuan penelitian ini yaitu untuk menganalisis **Pengaruh *Store Atmosphere*, *Price Discount* dan *Merchandising* terhadap *Impulse Buying* dengan *Shopping Emotion* sebagai variabel mediasi (Pada Konsumen Ramayana Department Store Cirebon).**

Populasi dalam penelitian ini adalah konsumen Ramayana Department Store Cirebon. Penentuan ukuran sampel menggunakan metode interval taksiran, berdasarkan perhitungan diperoleh ukuran sampel minimal sebanyak 96 responden. Kuesioner online yang disebar sebanyak 115 kuesioner. Kuesioner yang kembali dengan data lengkap sebanyak 100 kuesioner. Metode pengambilan sampel menggunakan metode teknik *purposive sampling*. Alat analisis menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa ***Store Atmosphere*, *Price Discount* dan *Merchandising*** berpengaruh positif terhadap ***Impulse Buying* dengan *Shopping Emotion* sebagai variabel mediasi Konsumen Ramayana Department Store Cirebon** .Implikasi penelitian ini yaitu Berdasarkan hasil penelitian ***Store Atmosphere*, *Price Discount* dan *Merchandising*** berpengaruh positif terhadap ***Impulse Buying* dengan *Shopping Emotion* sebagai variabel mediasi**. Hal ini harus menjadi perhatian bagi perusahaan ritel Ramayana Department Store Cirebon untuk terus meningkatkan pelayanan terbaik bagi para konsumen.

Kata kunci : *Store Atmosphere*, *Price Discount*, *Merchandising*, *Shopping Emotion*, *Impulse Buying*

SUMMARY

The title of this research is Influence of Store Atmosphere, Price Discount, Merchandising toward Impulse Buying with shopping emotion as mediation variable (At Ramayana Department Store Cirebon). The purpose of this study is to analyze the influence of Store Atmosphere, Price Discount, Merchandising toward Impulse Buying with shopping emotion as mediation variable (At Ramayana Department Store Cirebon

The population in this study is Ramayana Department Store Cirebon consumer. Determination of sample size using interval estimation method, based on the calculation obtained minimum sample size as much as 96 respondents. Questionnaires were distributed as many as 115 questionnaires. Questionnaire returned with complete data is 100 questionnaires. Sampling method using purposive sampling technique method. Analysis tool use multiple regression.

The results showed that have Store Atmosphere, Price Discount, Merchandising with shopping emotion as mediation variable toward Impulse Buying At Ramayana Department Store Cirebon consumer The implication of this research is Based on the study result Store Atmosphere, Price Discount, Merchandising with shopping emotion as mediation variable toward Impulse Buying At Ramayana Department Store Cirebon consumer . This should be the attention of the stakeholder of Ramayana Department Store Cirebon to continue to improve the best service for consumers.

Keywords: *Store Atmosphere, Price Discount, Merchandising, Shopping Emotion, Impulse Buying*