

RINGKASAN

Penelitian ini diadakan untuk menganalisa pengaruh promosi penjualan dan atmosfer toko terhadap pembelian impulsif dengan emosi positif sebagai variabel intervening. Populasi penelitian ini adalah konsumen Rita Super Mall. Sampel dalam penelitian ini berjumlah 100 orang responden dan dipilih memakai metode convenience sampling. Setelah dilakukan analisis data menggunakan metode causal step, terdapat temuan bahwa: (1) Promosi penjualan berpengaruh secara signifikan terhadap emosi positif. (2) Atmosfer toko berpengaruh secara signifikan terhadap emosi positif. (3) Promosi penjualan berpengaruh secara signifikan terhadap pembelian impulsif. (4) Atmosfer toko berpengaruh secara signifikan terhadap pembelian impulsif. (5) Emosi positif berpengaruh secara signifikan terhadap pembelian impulsif. (6) Emosi positif secara signifikan memediasi pengaruh promosi penjualan terhadap pembelian impulsif. (7) Emosi positif secara signifikan memediasi pengaruh promosi penjualan terhadap pembelian impulsif. Implikasi penelitian ini adalah manajemen super market Rita Mall disarankan secara rutin melakukan berbagai macam promosi dan memperhatikan atmosfer, penataan produk, musik, suhu, dan aroma gerai toko.

Kata kunci: Promosi penjualan, Atmosfer toko, Emosi positif, Pembelian impulsif.

SUMMARY

This research is conducted to analyze the influence of sales promotion and store atmosphere to impulsive buying with positive emotion as the intervening variable. The population of this research is the consumers of Rita Super Mall Regency. The number of respondent in this research is 100 respondents and convenience sampling method is used to determine the respondents. Based on this research's result and data analysis using causal step method, there are findings that: (1) Sales promotion significantly influences positive emotion. (2) Store atmosphere significantly influences positive emotion. (3) Sales promotion significantly influences impulsive buying. (4) Store atmosphere significantly influences impulsive buying. (5) Positive emotion significantly influences impulsive buying. (6) Positive emotion significantly mediates the influence of sales promotion to impulsive buying. (7) Positive emotion significantly mediates the influence of store atmosphere to impulsive buying. Implication of this research is the management of Rita Store is expected to routinely do varying sales promotion activities and closely monitoring the store's atmosphere, product arrangement, music, temperature, and aroma (or smell).

Keywords: Sales promotion, Store atmosphere, Positive emotion, Impulsive buying.